

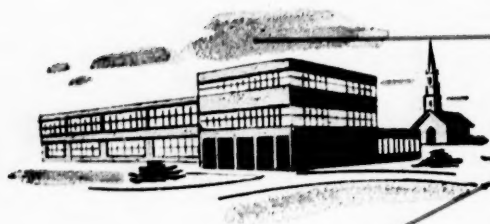
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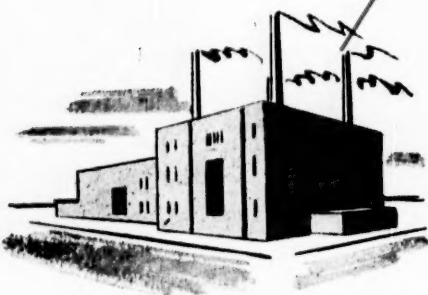
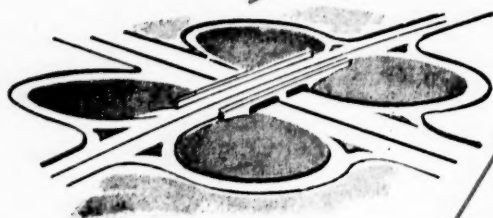
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highways



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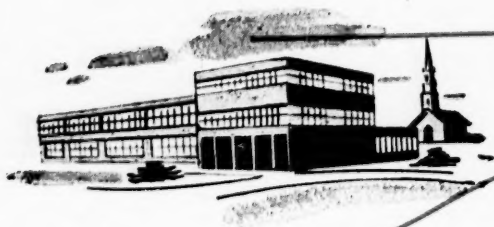
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3

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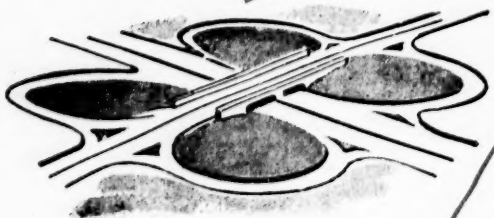
*There is tremendous need
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institutions, buildings

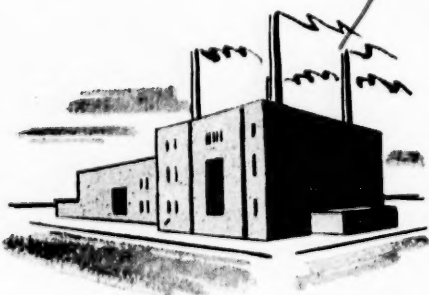
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STEEL

EDGCOMB STEEL COMPANY

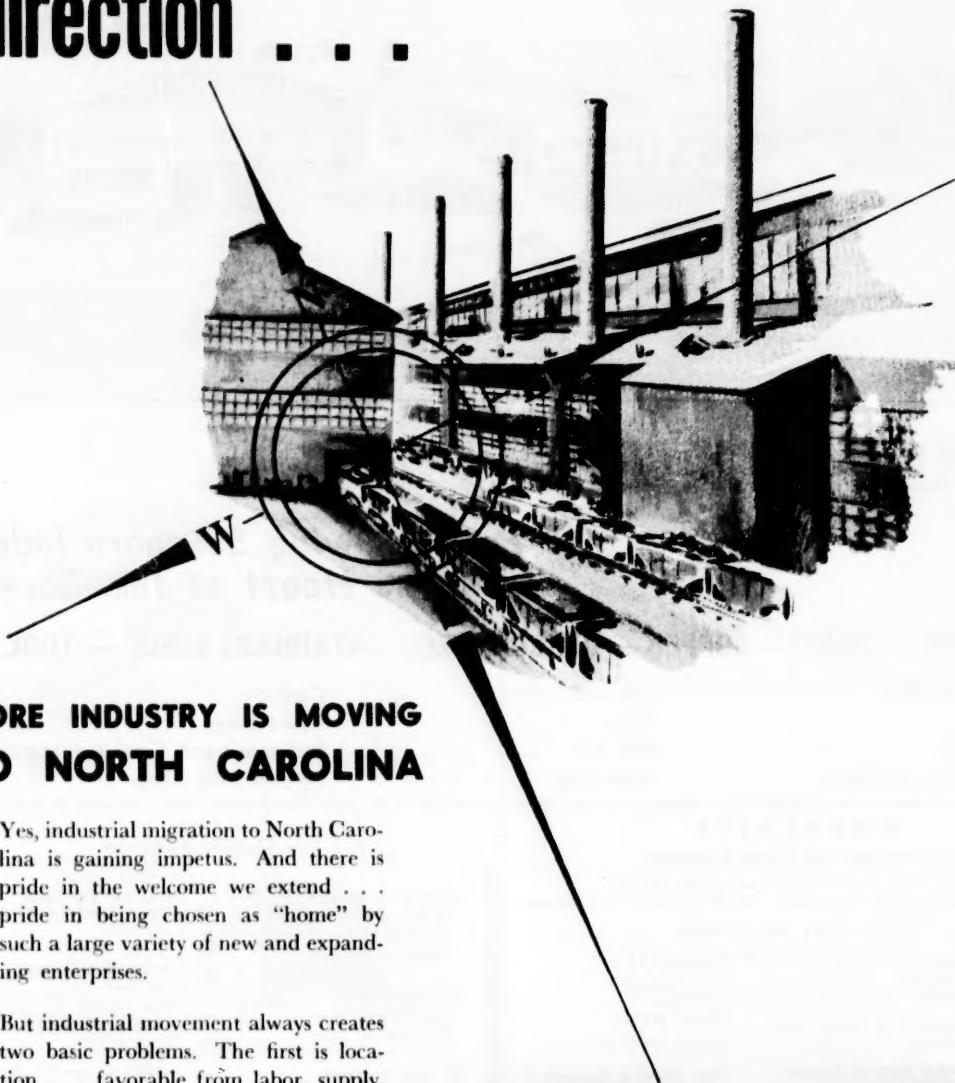
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Consult us when you plan to build, modernize, expand, or relocate.

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MANUFACTURERS RECORD

ESTABLISHED 1882

Devoted to the Industrial Development of the South and Southwest

Volume 123

January 1954

Number 1

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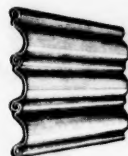
COVER ILLUSTRATION—A partial view of the heading equipment used by Southern Screw Co., Statesville, N. C., specialists in the manufacture of cold headed and threaded fasteners.

CHECK THESE FEATURES of KINNEAR Rolling Doors



SAVE SPACE

because Kinnear Rolling Doors open straight upward, coil over the lintel. No wasted floor, wall or ceiling space.



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because Kinnear Rolling Doors open easily and quickly. Kinnear Motor Operators available which permit push-button operation.

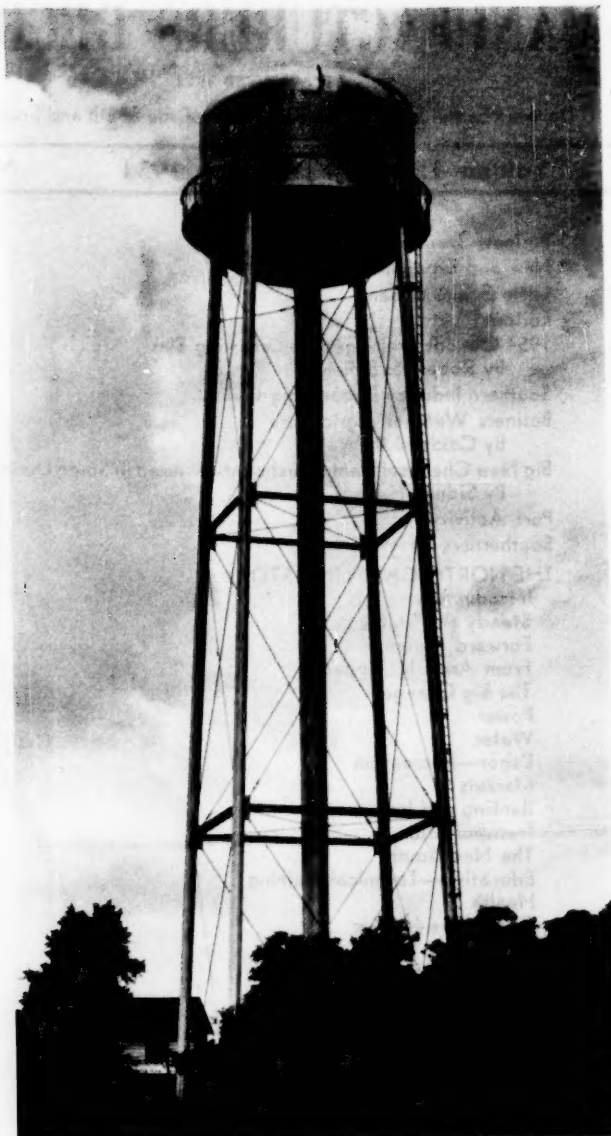
Every Kinnear Rolling Door is tailored to the individual opening, insuring complete closure. They open straight up... never interfere with traffic or other plant activity. More than 50 years of money-saving performance under all conditions have proved Kinnear Rolling Doors. Write for Complete Details!

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Saving Ways in Doorways

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but who wants to help a

Displaced Plant?



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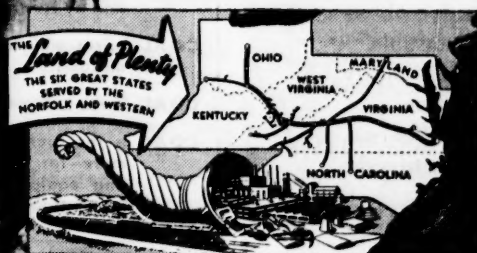
Looking for a spot close to established markets and rapidly expanding new markets...

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Our plant location specialists understand the relationship of specialized plant location.

They have complete information about the *Land of Plenty*, the great and growing territory served by the Norfolk and Western.

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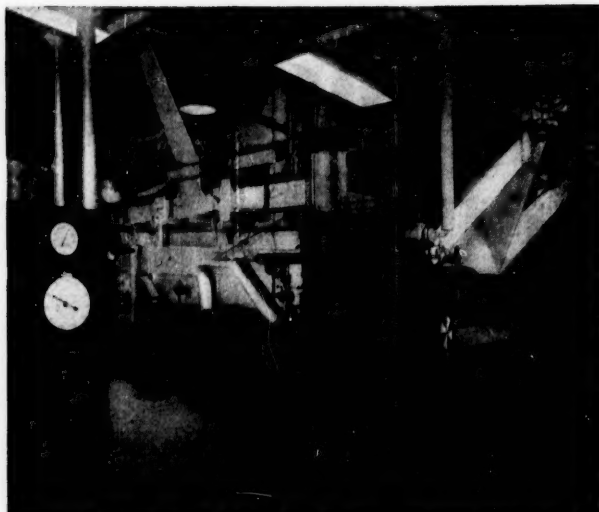
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NATIONAL CASH REGISTER SAVES \$70,000 A YEAR WITH MODERN COAL EQUIPMENT!



One of the two new boilers used to supply base steam loads for NCR's plant. Older pulverized coal boilers handle swings.

Before you build a new plant or remodel your present one, let a consulting engineer show you how a modern bituminous coal installation—tailored to your needs—can save you money.

With modern coal-burning equipment, you can save from 10% to 40% on steam costs. Automatic coal- and ash-handling systems can cut your labor costs to a minimum.

You're set for the future, too, with coal. Coal reserves are virtually inexhaustible. America's highly mechanized coal industry is the world's most efficient. Thus you are assured of a dependable supply of coal, at relatively stable prices, for years to come.

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NCR recently installed two modern, stoker-fired boilers in their Dayton, Ohio plant. They supply the major part of the steam used in generating power for 28 factory buildings and heat for nearly 72 acres of floor space. The savings made have convinced NCR that for high efficiency and low costs, you can't beat an up-to-date bituminous coal-fired installation.

Big Loads! Loads run up to 300,000 lbs. per hour. Annual coal consumption is about 60,000 tons.

No smoking allowed! Located near a residential area with strict control regulations, National uses dust collectors and smoke recorders to make coal clean and convenient.

Additional case histories, showing how other types of plants have modernized and saved money with coal, are available upon request.

If you operate a steam plant, you can't afford to ignore these facts!

BITUMINOUS COAL in most places is today's lowest-cost fuel, and coal reserves in America are adequate for hundreds of years to come.

COAL production in the U.S.A. is highly mechanized and by far the most efficient in the world.

COAL prices will therefore remain the most stable of all fuels.

COAL is the safest fuel to store and use.

COAL is the fuel that industry counts on more and more—for with modern combustion and handling equipment, the inherent advantages of well-prepared coal net even bigger savings.

FOR HIGH EFFICIENCY AND FOR LOW COST
YOU CAN COUNT ON COAL!

BUSINESS TRENDS

Business Girds for Competition

The second quarter of 1953 brought a slower tempo to Business Activity.

Following this, a general leveling-off took place in the third quarter.

Now, the end of the fourth quarter shows strong evidence of a definite economic downturn.

SLIGHT DOWNTURN ONLY?

The chief question, and the one hardest to answer, revolves about the extent of impending recession.

Important data indicate that the downturn will be slight—for the period of 1954 at least.

The latest survey made by the U. S. Department of Commerce and the Securities and Exchange Commission shows that "Capital outlays by American business in the first quarter of 1954 are expected to be at about the same high rate as in 1953."

Estimates made by the Bureau of Labor Statistics indicate that "Expenditures for new construction are expected to total about \$34 billion in 1954, 2 per cent less than the record volume of 1953."

Business firms, generally, and business associations continue to be optimistic with respect to sales and profits in the forthcoming year.

Investable funds continue to be in good supply. Lending institutions have become more selective in the matter of granting loans, but remain liquid and desirous of lending for sound enterprise purposes.

Expansion of business investment has formed one of the strongest props to the current boom, and continuation of recent high rate of investment could be one of the most important factors upon which future prosperity will rest.

OR MORE SERIOUS SLUMP?

In the other half of the picture, however, are other signs that cannot be ignored.

Along with business expansion, government and consumer purchases have been bulwarks to boom conditions.

Government expenditures are expected to taper off sharply, and if not offset by reductions in federal taxes such tapering could prove to be a depressing factor.

Even more important, perhaps, is definite sign that consumer demand is not absorbing the full fruits of productive enterprise.

The rise in consumer income, fairly steady since the end of the last war, came to a rather abrupt end in the third quarter of this year, and consumer purchases have declined accordingly.

Furthermore it is sound to remember that, although retail sales have held up remarkably well during 1953, the proportion going via the "charge" and "instalment" routes has been greater than heretofore.

OTHER DOWNWARD SIGNS

Factory hiring continues to slacken, and layoffs to increase—continuing a trend begun in the past summer.

Total employed personnel grow somewhat fewer each month, chiefly by reason of continued downtrend in factory employment.

The factory workweek has also been further reduced, but average weekly wages are still well above those of last year.

Weak spots in factory operations appear to be in Primary Metals, Electrical Appliances, Rubber, Stone-Clay-Glass, and Transportation Equipment.

These have all been key industries supporting advances in the recent boom, and declines therein can possibly have widespread repercussions among other industries.

This is easy to visualize with respect to Transportation Equipment—consisting primarily of automobile production.

Automobiles absorb in their making huge quantities of steel and other primary metals, and also large volumes of rubber for tires. In the electrical appliance industry, a substantial portion is turned out for installation in cars.

WORTH WATCHING

When all elements are considered, however, it is likely to be the Business Sector that makes or breaks the present high level of prosperity.

Both government and consumer slackening of demand can almost be taken for granted—but in small and almost measurable degree. In the business sector, despite present optimistic outlook, the situation is less certain.

While business in general has indicated confidence in future conditions by planning extraordinary outlays for investment in 1954, such plans are always subject to modification or reversal.

In prosperous years just passed, businessmen have usually spent more for expansion than preliminary plans indicated. But upward changes were made in the face of steadily expanding sales, and it remains to be seen whether or not opposite changes will occur in the face of declining sales.

WHY EXPAND?

Plant expansions are made for two purposes: To increase supply to match expanding demand; Or, to improve plant efficiency in the face of growing competition.

It is quite likely that expansion plans for 1954 look chiefly toward the latter goal, and if so, declining sales will inspire rather than inhibit further investment; And, in that case Business itself and the National Economy in general will be able to look forward to a year that in 1954 could equal or even better the supreme record made in 1953.

(Continued on page 11)



It Started Only 5,000,000 Consumers Ago

● Five million new consumers is about two years' population growth, at the present national rate. A happy way of reckoning for us businessmen, isn't it?

Just two years and two months ago, Republic Steel looked at America's prospects and began what is now the success story of Republic Steel Kitchens.

Republic had fabricated steel cabinets for kitchens for many years, selling them under the name of the Berger Manufacturing Division of Republic, or under blue chip names in the appliance field. At the end of '51, Republic decided to restyle a complete new line under the name Republic Steel Kitchens.

In less than a year, a national distribution organization was 80% completed.

Today, some 12,000 Republic Kitchens have been installed.

Since Republic puts its own steels to the ultimate test of consumer sales, we have "proof of pudding" data to back our

3-STEP SERVICE TO YOU STEEL USERS

1. offering the widest range of standard steels.
2. recommending the exactly right steel for your needs.
3. passing on to you our fabricating skills to help you get the most from your steel.

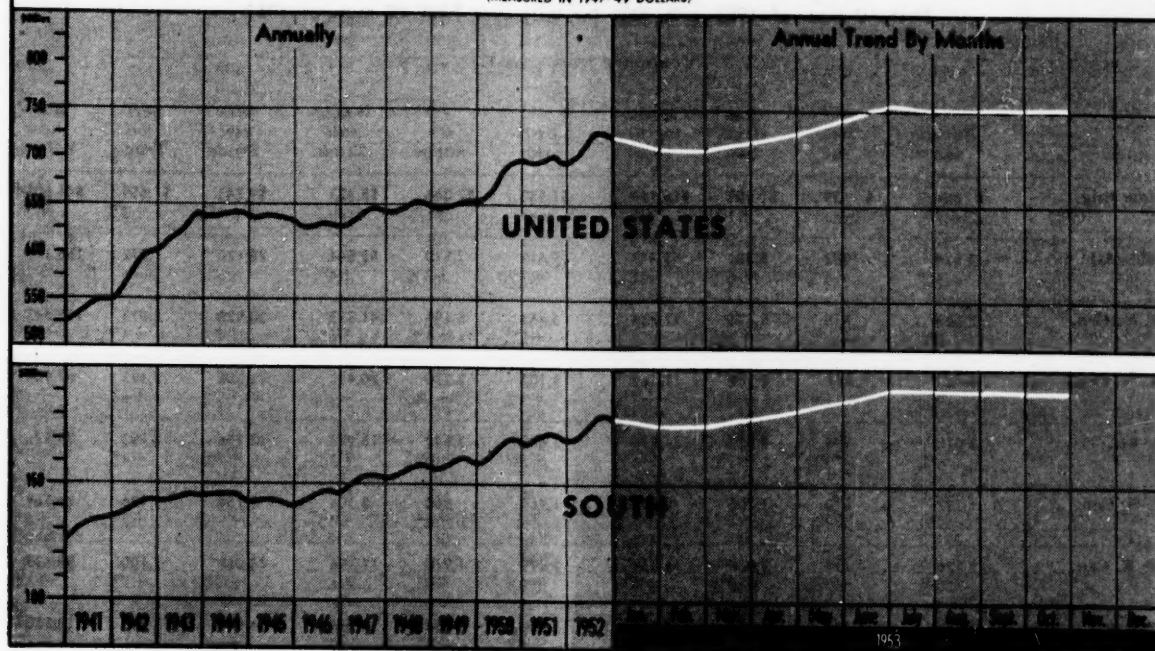
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GENERAL OFFICES • CLEVELAND 1, OHIO



WORLD'S WIDEST RANGE
OF STANDARD STEELS
AND STEEL PRODUCTS

PHYSICAL VOLUME
OF
ALL GOODS TURNED OUT BY PRIVATE ENTERPRISE
(MEASURED IN 1947-49 DOLLARS)



Regional Indicators

(Continued from page 9)

Farm Marketings (\$ Mil.)

	Oct. 1953	Sep. 1953	Oct. 1952
South	\$1,442	\$1,217	\$1,605
Other States	\$2,244	\$1,974	\$2,493
United States	\$3,686	\$3,191	\$4,098

Construction (\$ Mil.)

	Oct. 1953	Sep. 1953	Oct. 1952
South	\$1,036	\$1,059	\$ 982
Other States	\$2,176	\$2,235	\$2,017
United States	\$3,212	\$3,294	\$2,999

Mineral Output (\$ Mil.)

	Oct. 1953	Sep. 1953	Oct. 1952
South	\$ 572	\$ 579	\$ 565
Other States	\$ 494	\$ 493	\$ 484
United States	\$1,066	\$1,073	\$1,049

Manufacturing (\$ Mil.)

	Oct. 1953	Sep. 1953	Oct. 1952
South	\$ 4,755	\$ 4,958	\$ 5,068
Other States	\$17,038	\$16,910	\$18,017
United States	\$21,793	\$21,868	\$23,085

National Indicators

	Oct. 1953	Sep. 1953	Oct. 1952
Personal Income (\$ Bil.) ...	\$ 287.3	\$ 286.3	\$ 277.3
Ave. Weekly Earnings (Mfg.) ...	\$ 71.73	\$ 71.02	\$ 70.38
Consumer Credit (\$ Mil.) ...	\$ 28,166	\$ 27,979	\$ 24,147
All Inventories (\$ Mil.) ...	\$ 79,035	\$ 79,380	\$ 74,189
Mfg. Inventories (\$ Mil.) ...	\$ 46,294	\$ 46,515	\$ 43,415
Trade Inventories (\$ Mil.) ...	\$ 32,741	\$ 32,865	\$ 30,774
Bank Debits (\$ Mil.) ...	\$149,738	\$147,830	\$150,470

	Oct. 1953	Sep. 1953	Oct. 1952
Ave. Weekly Hours (Mfg.)	40.3	39.9	41.4
Carloadings	4,024	3,153	4,156
Consumer Prices ('47-'49=100) ..	115.4	115.2	114.2
Retail Prices ('35-'39=100)	210.1	210.3	210.7
Wholesale Prices ('47-'49=100) ..	110.2	111.0	111.1
Construction costs ('47-'49=100) ..	124.6	124.9	120.6
Electric Output (mil. kw. hrs.)	43,751	42,923	40,571

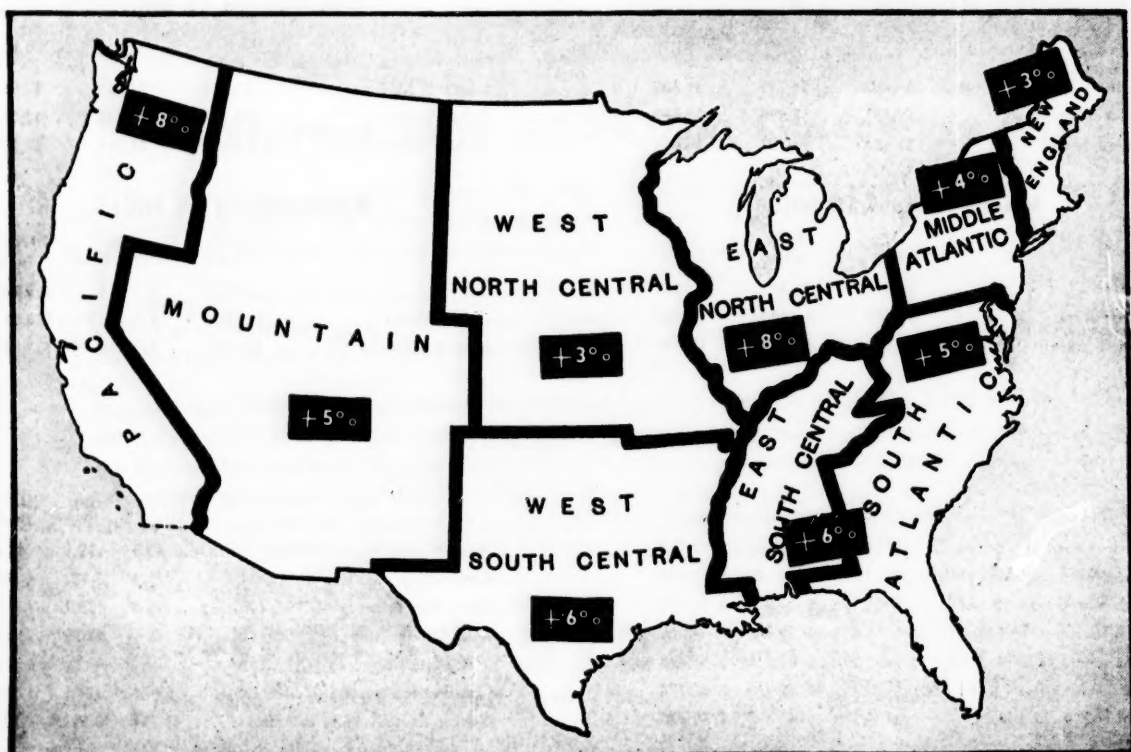
(Continued on page 12)

NATIONAL BUSINESS VOLUME

Business Volume By Regions (\$ Million)
First 10 mos. of 1953 with gain (or loss) over First 10 mos. of 1952

(Continued from page 11)

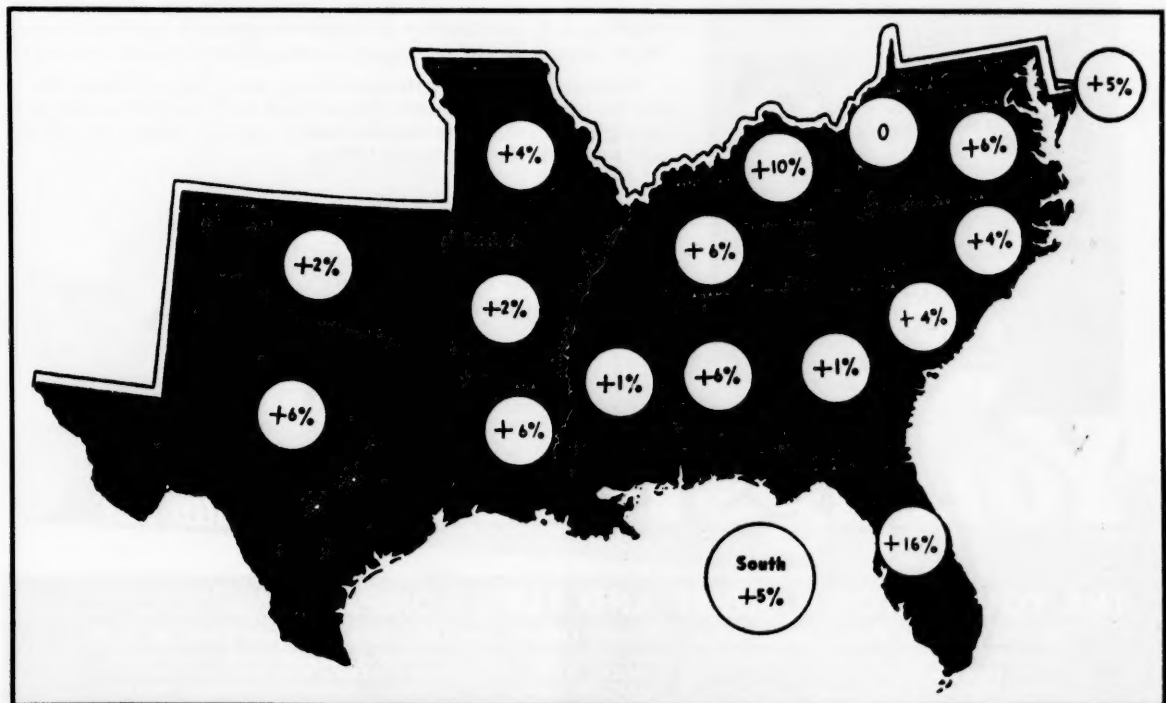
	Farm- ing	Min- ing	Con- struc- tion	Manu- factur- ing	Utili- ties	Fi- nance	Whole- sale Trade	Re- tail Trade	Service Trade	Busi- ness Volume
New Eng.	\$ 654 -7%	\$ 39 even	\$1,559 +1%	\$16,114 +5%	\$1,550 even	\$2,066 +5%	\$8,323 even	\$9,741 +4%	\$1,559 +3%	\$41,605 +3%
Mid. Atl.	1,824 -4%	992 -6%	5,301 +6%	53,447 +6%	7,419 +3%	7,910 +2%	53,544 +4%	28,120 +5%	7,572 even	166,129 +4%
E. N. Cen.	5,007 -5%	815 -3%	5,796 +5%	71,238 +12%	6,467 +5%	5,194 +4%	41,333 +6%	30,920 +4%	5,873 +4%	172,643 +8%
W. N. Cen.	6,443 -9%	865 +11%	2,258 +2%	17,162 +7%	3,102 +3%	2,230 +5%	20,413 +3%	13,308 +3%	2,123 +6%	67,904 +3%
S. Atl.	3,025 -6%	945 -9%	4,503 +3%	21,975 +6%	3,685 +2%	2,843 +10%	15,997 +3%	17,756 +9%	2,797 +4%	73,526 +5%
E. S. Cen.	1,737 -9%	610 -9%	1,706 +14%	8,982 +7%	1,460 even	960 +8%	8,304 +8%	7,254 +9%	1,126 +2%	31,869 +6%
W. S. Cen.	2,728 -20%	4,134 +7%	3,068 +10%	13,838 +7%	2,899 +2%	1,910 +5%	12,396 +6%	13,060 +7%	2,100 +7%	56,133 +6%
Mount.	1,644 -14%	1,237 +4%	1,154 +5%	3,565 +7%	1,280 +4%	654 +9%	4,219 +7%	4,972 +7%	855 +5%	19,580 +5%
Pacif.	2,865 -10%	1,056 +2%	3,496 +15%	20,799 +8%	3,350 +6%	2,876 +6%	16,997 +10%	15,202 +8%	3,478 +3%	70,119 +8%
U. S.	25,927 -9%	10,693 +1%	28,841 +7%	227,120 +8%	31,212 +3%	26,643 +5%	181,256 +5%	140,333 +7%	27,483 +3%	699,508 +6%

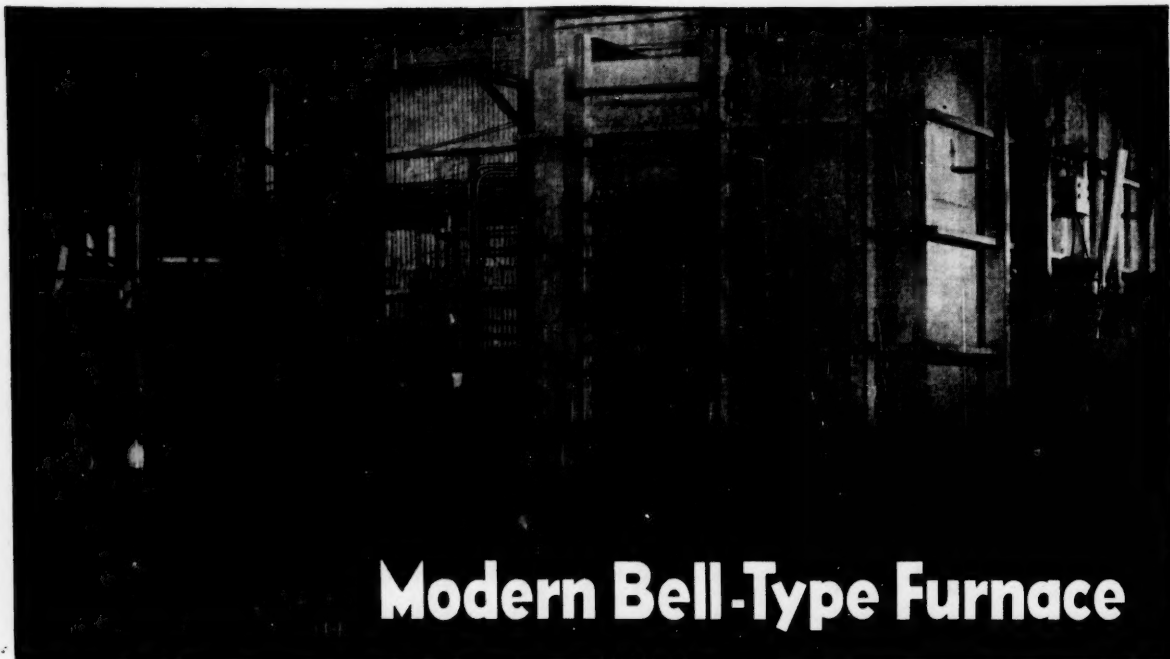


SOUTHERN BUSINESS VOLUME

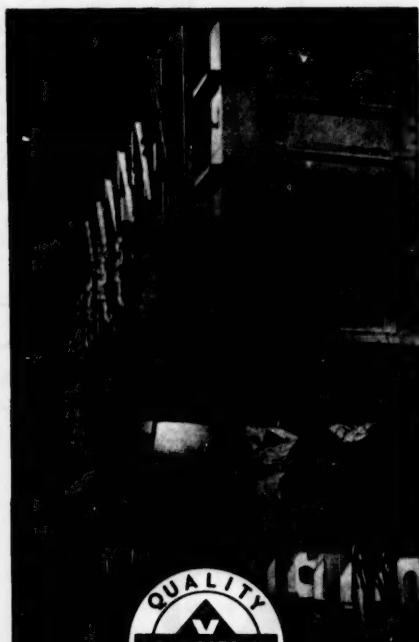
Business Volume By Regions (\$ Million)
First 10 mos. of 1953 with gain (or loss) over First 10 mos. of 1952

	Farm- ing	Min- ing	Con- struc- tion	Manu- factur- ing	Utili- ties	Fi- nance	Whole- sale Trade	Re- tail Trade	Serv- ice Trade	Busi- ness Volume
Ala.	\$ 406 -8%	\$ 110 -1%	\$ 413 +2%	\$2,494 +6%	\$ 392 even	\$ 282 +8%	\$1,581 +5%	\$1,863 +12%	\$ 274 even	\$7,815 +6%
Ark.	420 -22%	91 -8%	194 -10%	782 +5%	228 +2%	117 +11%	800 +8%	1,190 +8%	150 even	3,972 +2%
D. C.	— —	— —	243 +5%	196 even	243 +4%	313 +1%	1,360 +2%	1,469 +3%	277 even	4,101 +2%
Fla.	411 +1%	64 +7%	876 +23%	1,134 +9%	537 +3%	509 +18%	2,453 +20%	3,086 +16%	475 +12%	9,545 +16%
Ga.	628 -4%	27 -1%	507 +2%	3,359 +3%	536 +3%	396 +5%	2,411 -5%	2,462 +14%	440 +2%	10,766 +1%
Ky.	435 -8%	340 -15%	523 +28%	2,597 +9%	434 +2%	223 +10%	2,125 +18%	2,017 +10%	298 +2%	8,992 +10%
La.	307 -13%	683 +4%	646 +27%	2,647 +8%	593 even	277 even	1,895 +7%	1,985 +6%	296 +10%	9,329 +6%
Md.	237 -3%	15 even	619 +5%	3,534 +7%	532 +1%	462 +7%	2,230 +1%	2,338 +6%	365 +1%	10,332 +5%
Miss.	467 -8%	110 -3%	190 -4%	904 +3%	188 +3%	111 +10%	883 even	1,015 +1%	143 even	4,011 +1%
Mo.	848 -12%	82 -8%	668 +5%	5,358 +9%	969 +4%	773 +6%	6,841 +1%	3,737 +3%	747 +3%	20,023 +4%
N. C.	817 -2%	20 even	694 -16%	5,511 +4%	526 +4%	336 +4%	3,166 +6%	2,659 +8%	416 +3%	14,145 +4%
Okla.	510 -25%	515 +8%	340 +2%	1,527 +9%	373 +4%	248 even	1,622 +4%	1,786 +6%	290 even	7,211 +2%
S. C.	306 -21%	10 even	603 +6%	2,345 +3%	206 +3%	163 +17%	991 +6%	1,503 +9%	190 +4%	6,317 +4%
Tenn.	429 -13%	50 -18%	580 +15%	2,987 +11%	446 +1%	344 +7%	3,445 +4%	2,359 +5%	411 +11%	11,051 +6%
Tex.	1,491 -20%	2,845 +6%	1,888 +10%	8,882 +5%	1,705 +3%	1,268 +7%	8,079 +6%	8,099 +8%	1,364 +11%	35,621 +6%
Va.	394 -13%	99 -17%	665 +8%	3,751 +5%	626 +1%	442 +16%	2,096 +11%	2,595 +7%	387 +2%	11,055 +6%
W. Va.	138 -10%	710 -10%	169 -5%	1,507 +3%	386 even	145 +9%	937 +8%	1,259 even	190 +4%	5,441 even
South	8,244 -13%	5,771 even	9,818 +7%	49,515 +6%	8,920 +2%	6,409 +7%	42,915 +5%	41,422 +8%	6,713 +5%	179,727 +5%





Modern Bell-Type Furnace



ANNEALS ALLOY BARS

This modern rectangular annealing furnace will anneal bars up to 30' long in controlled atmospheres. This is another important reason why Youngstown Cold Finished Alloy Bars are so satisfactory.

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At left: Furnace bell being lifted from load of annealed bars. Above: Bell in annealing position on loaded car.



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AND ALLOY STEEL BARS

THE YOUNGSTOWN SHEET AND TUBE COMPANY

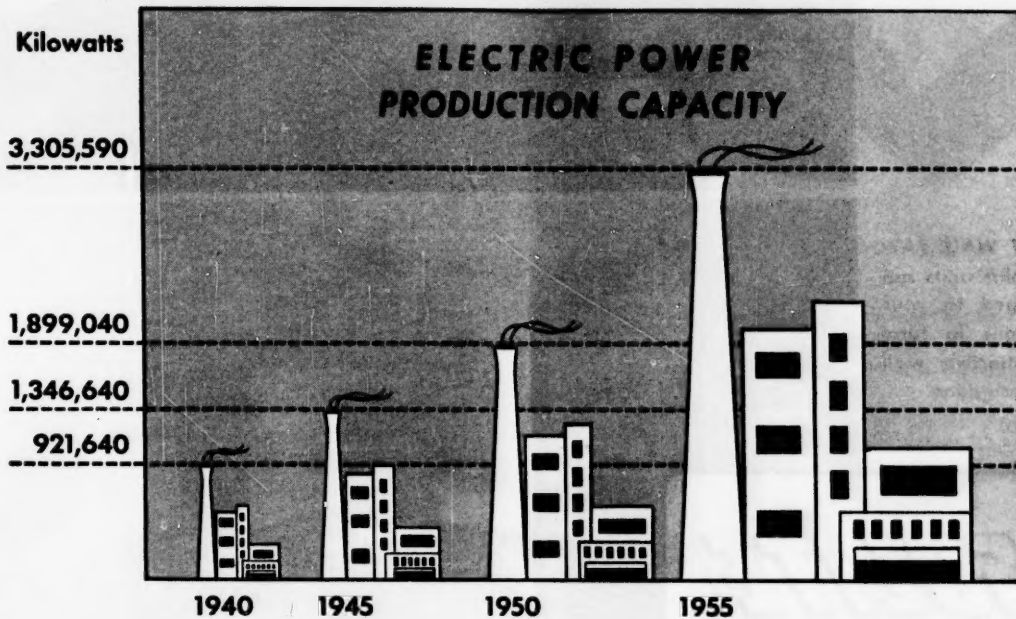
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Electric power production capacity for industrial, agricultural and home use in 1955 is scheduled for 3,305,590 kilowatts, which is more than three and one half times the 1940 capacity. The Southern Company system will continue to plan and build ahead of Southern City's continually increasing requirements.

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This is Southern City, U.S.A.
our way of expressing as a unit the vast Southeast area served by the four associated electric power companies in The Southern Company System.

Write, wire or telephone any of the operating companies below for information.

ALABAMA POWER COMPANY,
Birmingham, Alabama

GEORGIA POWER COMPANY,
Atlanta, Georgia

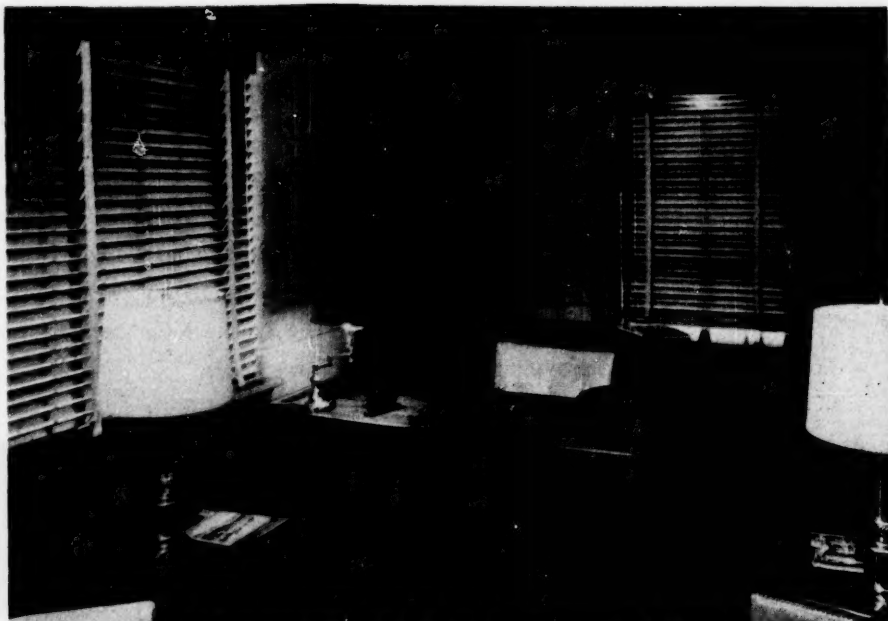
GULF POWER COMPANY,
Pensacola, Florida

MISSISSIPPI POWER COMPANY,
Gulfport, Mississippi

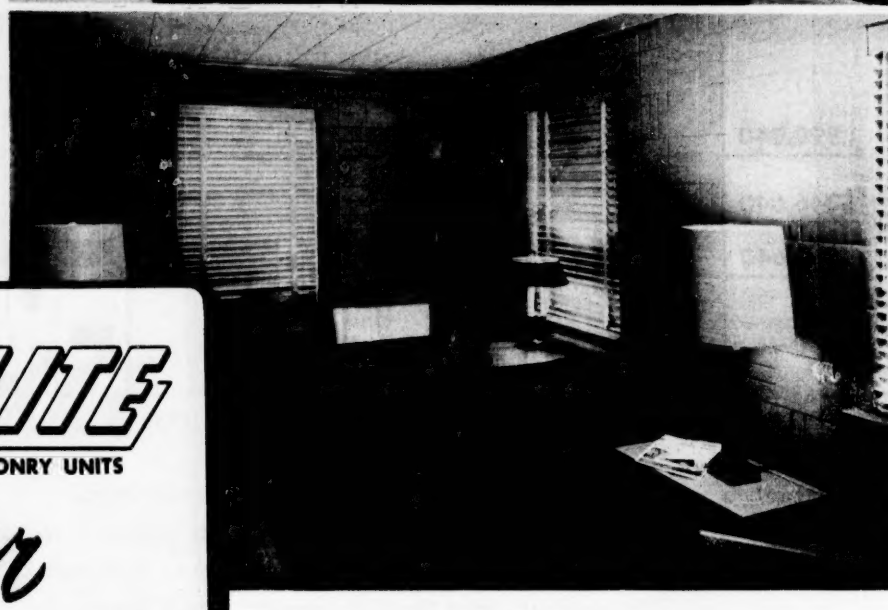
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THE SOUTHERN COMPANY,
Birmingham • Atlanta

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LIGHTWEIGHT MASONRY UNITS

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REGARDLESS OF WHAT TYPE OF CONSTRUCTION YOU'RE INTERESTED IN — CONSULT YOUR ARCHITECT for the many advantages and economies of using Solite Masonry Units and Solite Lightweight Structural Concrete.

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NEW AND EXPANDING PLANTS

ALABAMA

ALABAMA — Alabama Gas Corporation plans expansion of facilities at \$4,000,000.

BESSEMER — Chipman Chemical Co., Boundbrook, New Jersey, purchased site for new plant.

BIRMINGHAM — Belle Meade Division, United Biscuit Co. of America, Box 89, Nashville, Tenn., let contract to Wilborn Construction Co., Birmingham, for warehouse, 17th Place and 17th St., W.

BIRMINGHAM — Drennen Motor Co., 401 S. 20th St., received bids for building, Fourth Ave., as follows: Bid No. 1, Brice Bldg. Co., Birmingham, \$259,500; Bid No. 2, Door No. 9, Ralph A. Smallman & Co., Inc., Birmingham, \$34,808; combination bid from Brice Bldg. Co., \$292,500.

BIRMINGHAM — Ingalls Iron Works Co., 620 Fourth Ave., S., plans \$500,000 addition to plant.

BIRMINGHAM — Southern Flooring Co., 530 Third Ave., N., let contract at \$12,600 to J. H. West & Son, for addition to warehouse, D. O. Whildin, Empire Bldg., Archt.

BRUNSDIDGE — Reigel Textile Corporation, New York City, N. Y., c/o G. L. McCartha, Genl. Mgr., Greenville, Ala., plans textile plant.

DOTHAN — Budd Cigar Co. received bid of \$118,934 from Saliba Construction Co., Dothan, for building.

LEEDS — Crown Cork & Seal Co., Baltimore, Md., let contract to J. F. Holley, Birmingham, for plant building, estimated cost \$600,000, Van Keuren Davis & Co., 3004 Seventh Ave., S., Birmingham, Archt.

MOBILE — Louisville & Nashville Railroad let contract to Perrillat-Rickey Construction Co., P. O. Box 7027, New Orleans, at \$462,000 for passenger station, J. Platt Roberts & Co., Mobile, Archt.

MOBILE — Mobile Paint Mfg. Co., let contract at \$67,654 to J. F. Pate, Mobile, for storage building on Conception St. Harry Inge Johnstone, 1st National Annex, Mobile, Archt.

ARKANSAS

FAYETTEVILLE — James R. Kearney Corporation, St. Louis, Mo., to establish new plant for manufacture of electrical equipment items.

FLORIDA

DADE COUNTY — World Iron & Pipe Corporation, 7001 N.W. 36th Ave., Miami, let contract at \$38,400 to Industrial Building Corp., 1440 N.W. 21st St., Miami, for warehouse addition, Harry C. Schwabke, Sr., 1234 S.E. 8th Ave., Hialeah, Archt.

DAYTONA BEACH — Phillips Petroleum Co. let contract to Taylor E. Puckett for filling station, 1600 S. Ridgewood Ave.

JACKSONVILLE — Aluminum Tubing Co., Spokane, Washington, moving its manufacturing plant to Jacksonville.

LAWTEY — E. I. du Pont de Nemours & Co. to construct Highland Plant to produce ilmenite; to be built and operated by Humphreys Gold Corporation of Denver, Colorado.

MIAMI — Altermann Transport Lines, 1091 N.W. 22nd St., let contract to Star Construction Co., 1440 N.W. 21st St., for truck terminal and garage, N.W. 46th St. and N.W. 25th Ave.

MIAMI — Shell Oil Co., 2090 Biscayne Blvd., let contract to J. & L. Sambataro, 270 S.W. 14th St., Danla, for \$30,000 service station, 3599 N.W. 27th Ave. Leroy K. Albert, 251 Alhambra Circle, Coral Gables, Archt.

MIAMI — South Florida Dairy Products Co., 1073 N.W. 21st Terrace, received bids for refrigeration and office building, N.W. 22nd St. M. M. Ungaro, 7021 Biscayne Blvd., Archt.

PALATKA — Hudson Pulp & Paper Corporation received bids for converting building.

GEORGIA

ATLANTA — H. W. Lay & Co., Atlanta, manufacturer of food products, plans \$1,250,000 food processing plant just outside city limits.

ATLANTA — Tennessee Egg Co. let contract to Patillo Construction Co., Box 482, Decatur, processing plant, P. B. Shepherd and Earl C. Smith, James Bldg., Chattanooga, Tenn., Archt.

BARNESVILLE — The William Carter Co., C. E. Walker, Supt., let contract to Fiske-Carter Construction Co., Greenville, S. C., for addition to knitting mill and

bleachery, Robert & Co., Associates, Atlanta, Archt.

ROCKMART — Marquette Cement Manufacturing Co. of Chicago, purchased Superior Cement Division of New York Coal Co., Superior, Ohio, and Southern States Portland Cement Co., Rockmart, Ga.

KENTUCKY

KENTUCKY — American Louisiana Pipe Line Co., Detroit, plans 1289 mile system crossing Kentucky near Slaughters, Webster County, at \$130,000,000; Texas Gas Transmission Co. plans \$4,281,135 facilities at connection near Slaughters.

LOUISVILLE — General Box Co., William C. Emby, Vice-Pres., let contract to Sullivan & Cozart, for new building on site between Old Shepherdsville Road and Southern Railroad tracks, Hammon & Hammon, Archts.

NEWPORT — The Board of Directors of Merritt-Chapman & Scott Corporation, 260 Madison Ave., New York, N. Y., authorized negotiations toward acquisition of Newport Steel Corporation of Newport, Ky., by an exchange of shares.

LOUISIANA

LOUISIANA — American Louisiana Pipe Line Co., Detroit, plans 1289 mile system crossing Kentucky near Slaughters, Webster

New and Expanding Plants

Reported in December

114

Total for 1953

1931

Total for 1952

2153

County, at \$130,000,000; Texas Gas Transmission Co. plans \$4,281,135 facilities at connection near Slaughters.

ALEXANDRIA — Alexandria Broadcasting Co., Inc., has permit from FCC to construct \$400,000 TV station on Channel 5.

ALEXANDRIA — Central Louisiana Electric Co. received bids for three phase, 138 KV "H" frame transmission line from Derladder, La.

BATON ROUGE — Esso Standard Oil Co., North Baton Rouge, received bids for new Anchorage Change House Building, Bodman & Murrell & Smith, 1175 Nicholson Drive, Baton Rouge, Archts.

BATON ROUGE — Gulf Refining Co., Maison Blanche Bldg., New Orleans, received bids for new pipe line terminal on Mengel Road, at \$200,000.

BATON ROUGE — Gulf Refining Co., subsidiary of Gulf Oil Co., plans \$10,000,000 plant for Krotz Springs Field in St. Landry Parish.

BATON ROUGE — Louisiana Creamery, Inc., 2400 Plank Road, received bid of \$27,900 from L. W. Eaton Co., Inc., P. O. Box 387, for extension to cold storage facilities, Bodman, Murrell & Smith, Archts.

GOOD HOPE — General American Tank Storage Co. received bid of \$33,540 from Thomas V. Sharp, New Orleans, for construction of electric distribution system.

JEFFERSON PARISH — Shell Oil Co., 1407 Pere Marquette Bldg., New Orleans, let contract to Kuchler Construction Co., 333 Parks St., Little Farms, for new standard Shell 2-bay oil station building on Airline Highway.

LAFAYETTE — J. Alfred Begnaud let contract to J. B. Mouton & Sons, P.O. Box 862, Lafayette, at \$36,986 for office building on Garfield St. To be occupied by General Motors Acceptance Corp. and The Motors Insurance Corp. H. J. Lagroue, Jr., D. H. Castile Bldg., Lafayette, Archt.

MORGAN CITY — Board of Aldermen let contract to Barnett Brezner, P.O. Drawer 1030,

(Continued on page 18)

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Be Finer
Than To Be In

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Charlotte is the American
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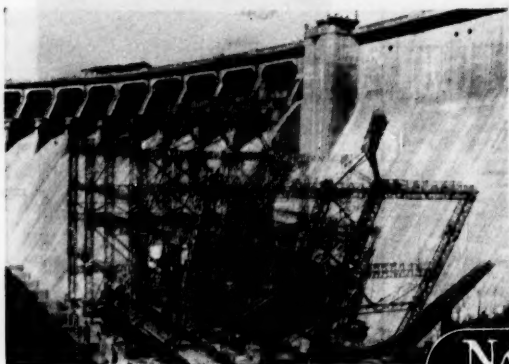
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INSURANCE CORP.

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NASHVILLE BRIDGE COMPANY
NASHVILLE, TENN. — BESSEMER, ALA.



NEW AND EXPANDING PLANTS

(Continued from page 17)

Alexandria, for \$59,490 addition to power plant.

NEW ORLEANS — City of New Orleans received bids for railroad embankment, bridge substructure and appurtenant work for L. & N. Railroad, Press Street route.

NEW ORLEANS — Dixie Brewing Co., 2401 Tulane Ave., let contract at \$150,000 to W. Horace Williams Co., Inc., 833 Howard Ave., New Orleans, for additions, alterations and repairs to brewery. M. E. Frater, 833 Howard Ave., Archt.

NEW ORLEANS — Opelousas Electric Power plant received bids for addition to light plant. Clayton J. D'avy, Jr., 168 W. Bellevue St., Opelousas, La., Archt.

NEW ORLEANS — Southern Railway received bid from Brice Building Co., Inc., P.O. Box 8186, Gentilly Station, for remodeling freight office building at Basin & St. Louis Sts.

NEW ORLEANS — Standard Brands, Inc., 595 Madison Ave., New York 22, A. C. Foster, Chief Engr., let contract at \$238,000 to Boh Brothers Construction Co., 2400 Cypress St., New Orleans, for Coffee Plant and warehouse building on East side of Industrial Canal.

NORCO — Shell Chemical Corporation, Cecil W. Humphreys, Vice-Pres., let contract to Fluor Corporation for new plant.

PONCHATOULA — City asking bids for new garment factory for Valmy Garment Co. M. Robert Sherman, Inc., Hammond, Archts.

SHREVEPORT — M. L. Bath & Co., 610 Market St., received bid of \$184,000 from Southern Builders, Inc., P.O. Box 1815, for alterations and additions. Neild-Somdal Associates, 960 Jordan St., Archts.

WEST MONROE — United Gas Corporation let contract at \$75,482 to W. C. Salley, P.O. Box 24, Monroe, for modern 1-story office building. Cypress at Pine St. Smith & Padgett, Ouachita National Bank Bldg., Archts.

MARYLAND

BALTIMORE — Associated Canneries, 101A E. 22nd St., let contract to Anchor Construction Corp., 6 W. 23rd St., for \$45,000 warehouse. 2104 Alsquith St.

BALTIMORE — Container Corporation received bids for shipping building and office and plant alterations, 6541 Eastern Ave. John F. Eyring, 810 Conkling St., Archt.

BALTIMORE — Eastern Motor Express, Inc., 1326 Carroll St., let contract at \$167,000 to Kirby & McGuire, Inc., 2518 Greenmount Ave., for office and truck terminal, Caton Ave. and Washington Blvd. J. Eldridge Moxley & Son, 12 East 24th St., Archt.

BALTIMORE — Esso Standard Oil Co., Standard Oil Bldg., to spend \$30,000 for storm drain, grading and paving, 610 Gusryan St.

BALTIMORE — Esso Standard Oil Co., St. Paul and Franklin Sts., let contract to Chicago Bridge Co., 1625 K St., N.W., Washington, D. C., at \$291,000 for 22 tanks, 610 Gusryan St.

BALTIMORE — Esso Standard Oil Co., 15 W. 51st St., New York, to receive bids for mechanical shop and office building, Boston and Conkling Sts. The Austin Co., Roselle, N. J., Archts.

BALTIMORE — The Lakewood Co., 2519 N. Charles St., received bids for office building, 2521 N. Charles St. Frederick L. Woehle, 2514 N. Charles St., Archt.

BALTIMORE — Schluderberg-Kurdle Co. let contract at \$600,000 to Consolidated Engineering Co., Inc., 20 E. Franklin St., for plant addition, 3800 E. Baltimore St. Henschien, Everds & Crombie, Chicago, Archts.

BALTIMORE — Scully Rubber Manufacturing Co. let contract to Brill Construction Co., 306 E. 25th St., for addition to manufacturing building, 901 S. Dean St.; cost \$12,000.

BALTIMORE — Sisson Building Corp., 26 S. Calvert St., received bids for addition to warehouse, 28 Sisson St. James R. Edmunds, Jr., 1025 St. Paul St., Archt.

BALTIMORE — Suburban Club Carbonated Beverage Co., Inc., let contract at \$45,000 to Consolidated Engineering Co., 20 E. Franklin St., for addition to storage building, 1808-1838 Patterson Park Ave. Harry H. Moulton, 117 Oak Drive, Catonsville, Archt.

CARDIFF — Chesapeake & Potomac Telephone Co., Lexington and Liberty Sts., let contract to Paul Jaeger, Aberdeen, for Cardiff Dial Center. C. C. Cheney, Telephone Bldg., Archt.

CURTIS BAY STATION, BALTIMORE — Tide Water Association Oil Co. received bids for office building and warehouse extension, Pennington Ave. J. Eldridge Moxley, 12 E. 24th St., Baltimore, Archt.

MIDDLE RIVER BE., BALTIMORE — Glenn L. Martin Co. let contract at \$55,000 to Redding & Co., 26 E. 25th St., Baltimore, for electrical test facilities, airport.

MIDDLE RIVER BE., BALTIMORE — Glenn L. Martin Co. received bids for cromic acid reclaim plant No. 1, Middle River.

MISSISSIPPI

CLARKSDALE — Southern Bell Telephone Co., E. R. Jenkins, Mgr., plans new \$1,000,000 building.

COLUMBUS — American Bosch, Springfield, Mass., let contract to Brice Building Co., Birmingham, Ala., for \$726,644 plant building. Lawrence S. Whitten, Brown-Marx Bldg., Birmingham, Ala., Archt.

GREENWOOD — City received bid of \$316,577 from G. & K. Construction Co., P.O. Box 548, Pascagoula, for plant on Highway 82-W, for Conmar Products Corporation of Newark, N. J. Kelly & Gruzen, 744 Broad St., New Orleans, La., Archts.

GULFPORT — Gulfport Port Commission, West Pier, C. A. Simpson, Secretary, received bids for construction of Finger Pier 300 ft. long by 12 ft. wide. North end of harbor, as a U.S. Coast Guard berth.

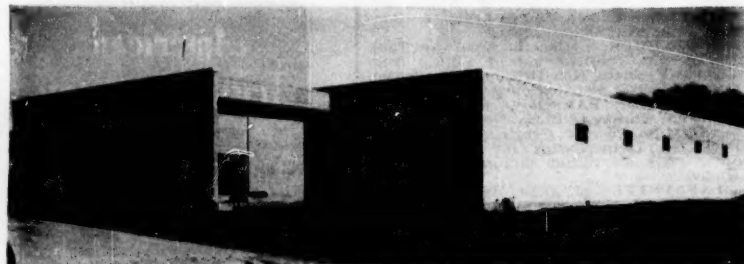
JACKSON — Century Manufacturing Co. let contract at \$1,250,000 to G. E. Bass Construction Co., Box 1033, for plant building. John L. Turner & Assoc., 20 Medical Bldg., Archt.

JACKSON — Crescent Laundry, 735 N. Farish St., received bid of \$49,992 from W. T. Beckelheimer, 427 Eastview, for alterations to laundry building. Eugene D. Drummond, 515 Yazoo St., Archt.-Engr.

MAGNOLIA — Great Southern Box Co., Inc., Shelley Schuster, president, Southport, New Orleans, La., let contract to E. B. Ludwig Construction Co., 1350 Jefferson Highway, New Orleans, La., for 1-story corrugated steel and iron factory building; est. cost bet. \$250,000 and \$300,000.

(Continued on page 141)

TRINITY INDUSTRIAL DISTRICT



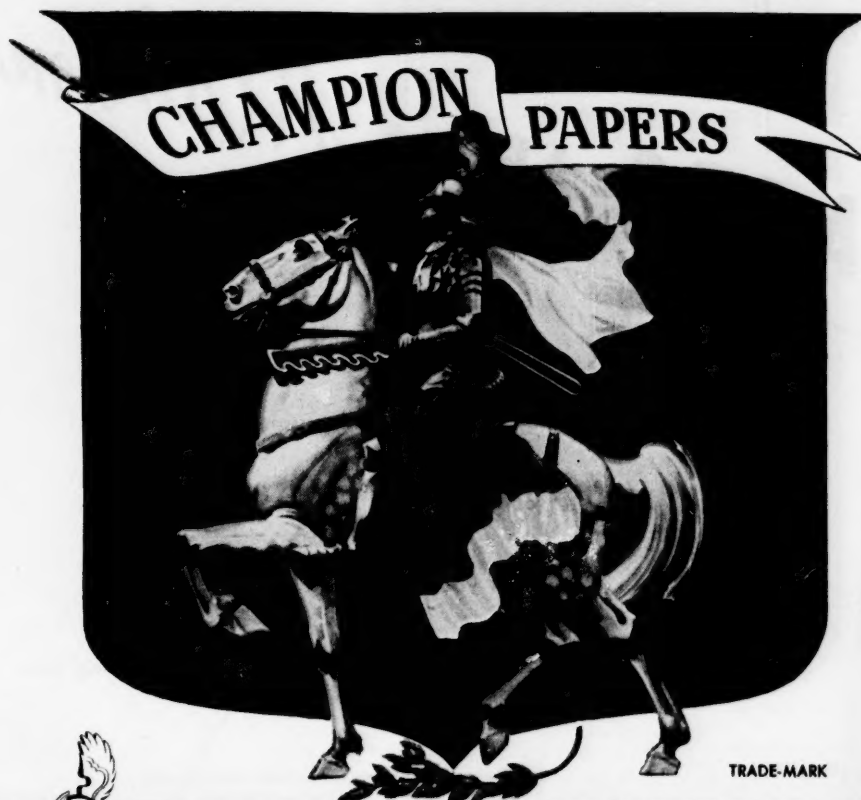
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Wedgwood Coated Offset
Templar Coated Offset
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CAST COATED PAPER

Kromekote Enamel
Kromekote Label
Kromekote Litho
Kromekote Cover (Cast coated 1 side)
Kromekote Cover (Cast Coated 2 sides)
Kromekote Postcard (Cast Coated 1 side)

Kromekote Postcard (Cast Coated 2 sides)
Kromekote Box Wrap

DRUM FINISHED PAPER

Colorcast Box Wrap
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COATED COVER

Hingefold Coated Cover
Refold Offset Cover

DULL COATED BOOK

Dullofold Coated

UNCOATED BOOK

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Garamond English Finish
Garamond Text (W.M.)
Wedgwood Offset
Pasadena Offset

UNCOATED COVER

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Cordwain Cover

ENVELOPE PAPER

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Radiant White Envelope
Foldur Kraft Envelope
Gray Kraft Envelope
Suntan Kraft Envelope
Ne'er Tear Envelope

COATED POST CARD

Campaign Postcard

BRISTOLS

Inventory Index
Canton Postcard

PRESSBOARD

Champion Pressboard
Imitation Pressboard

BOND, MIMEOGRAPH

Ariel Bond
Scriptic Mimeograph

PAPETERIE

Wedgwood Papeterie
Garamond Papeterie (Embossed and Printed)

TAG

Tuf-Tear Tag

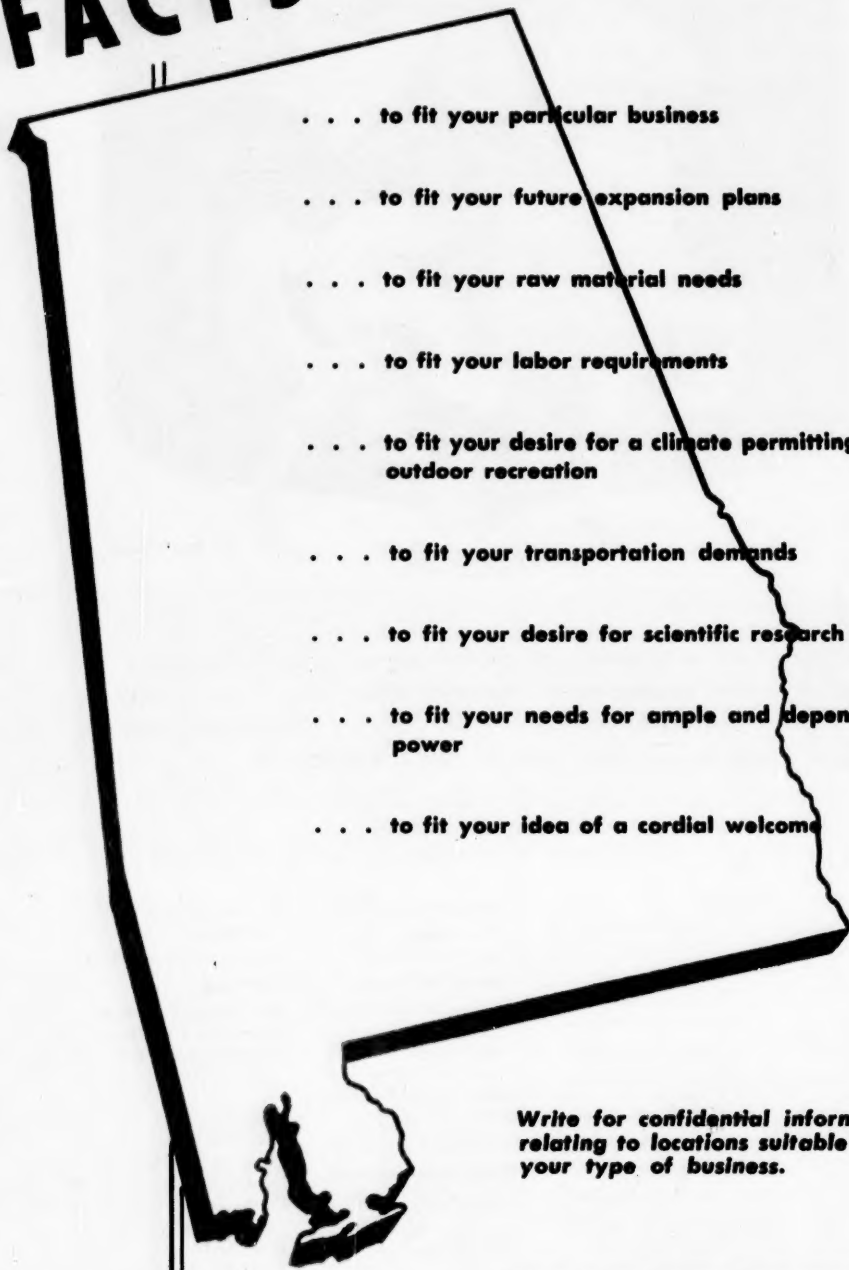
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- . . . to fit your labor requirements
- . . . to fit your desire for a climate permitting year 'round outdoor recreation
- . . . to fit your transportation demands
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BIRMINGHAM 2, ALABAMA

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In erecting steel with Bethlehem High-Strength Bolts, two hardened washers are used with each bolt, one under the head, the other under the nut. This permits the development of maximum clamping force

without deforming the connected material.

When bolts pass through beam- or channel-flanges having a sloping inner face, a bevel washer is required to provide a square seat for the bolt head or nut. Bethlehem furnishes these bevel washers in two types, for use with wide-flange beams and standard beams or channels.

Bethlehem High-Strength Bolts are manufactured at our fasteners plant at Lebanon, Pa. They are heat-treated by a process of quenching and tempering, to meet the requirements of ASTM Specification A325.

A request to the nearest Bethlehem office will bring you our interesting booklet, "High-Strength Bolting for Structural Joints."

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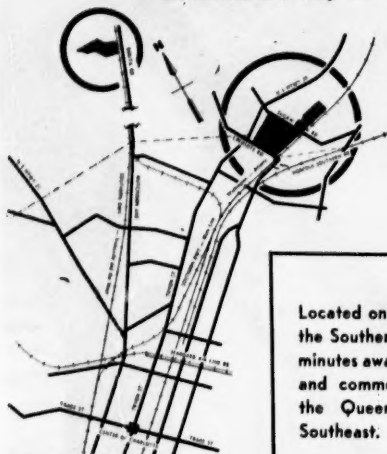


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LITTLE GRAINS OF SAND

*"Little drops of water, little grains of sand,
Make the mighty ocean, and the pleasant land."*

Inadequate Depreciation. An extensive study by the Machinery and Allied Products Institute finds that American business is currently understating its consumption of capital by about \$7 billion annually, as the result of inadequate charges to depreciation accounts. Of this \$7 billion in underdepreciation, in excess of \$2.5 billion is the result of unrealistic writeoff methods, required under present tax regulations, which seriously understate the true cost of depreciation during the early years of service life. The other \$4½ billion of the \$7 billion has resulted from inflation. Even though the price level has doubled in the past decade, allowed depreciation under Treasury Department regulations must be based on original cost, and, therefore, the amount recovered falls far short of that necessary to prevent a loss of capital.

In calling for tax depreciation reform the Institute states: "Current tax depreciation policy is not only inequitable, it constitutes a dangerous drain on the capital funds available for the replenishment and improvement of our productive capacity."

"It is a drag on progress in an era when our world responsibilities, not to mention our own advancements, call for all the progress we can achieve."

Secrecy Does Not Pay. In 1951, the Federal government allowed state legislatures, at their discretion, to open welfare rolls. Before the end of 1952, eight states had enacted legislation opening the rolls. Twenty other states abolished welfare secrecy in 1953, bringing the total permitting public inspection to 28.

On the basis of the record to date, the anti-secrecy movement will doubtless continue. Experience has demonstrated that open rolls tend to discourage the unscrupulous from seeking welfare payments, aid in weeding out the undeserving receiver of welfare payments, and stimulate welfare officials to more thorough examination of the qualifications of welfare applicants. That secrecy abandonment has not been followed by mass withdrawals from the welfare lists attests to the fact that open rolls do not hold the really needy up to public "shame," a claim fostered by those favoring secrecy. On the other hand, because inspection discourages the undeserving and the unscrupulous welfare seeker, there is some relief for the taxpayer, who has found the cost of welfare an increasing drain on his pocket.

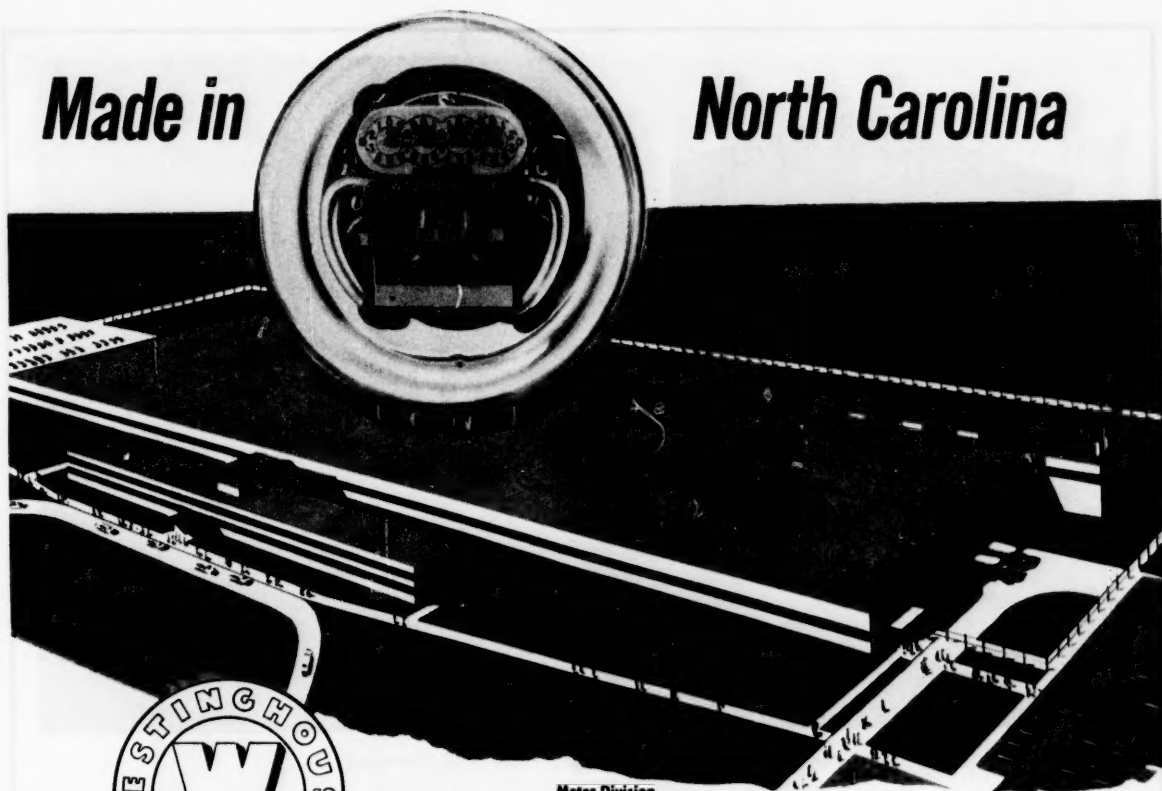
Taft-Hartley. Whether or not Congress decides to amend the Taft-Hartley Act, the basic labor law of the land is in fact slowly but gradually being changed. The changes are coming from a different quarter entirely, the National Labor Relations Board. This Board, which is the agency that directly interprets and administers Taft-Hartley, has handed down some signifi-

(Continued on page 26)

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New Nylon Plant with Rayon Plant in Background

TOWARD NEW HORIZONS . . . American Enka Corporation has been one of the largest manufacturers in Western North Carolina for a quarter of a century. Nationally known for the quality of its textile and industrial rayon yarns, Enka is now nearing completion of a three-million dollar combination Nylon research and production plant at the site of the present rayon plant about ten miles west of Asheville. This is an initial step looking toward larger developments in the field of high Polymer fibers.

AMERICAN **ENKA** CORPORATION

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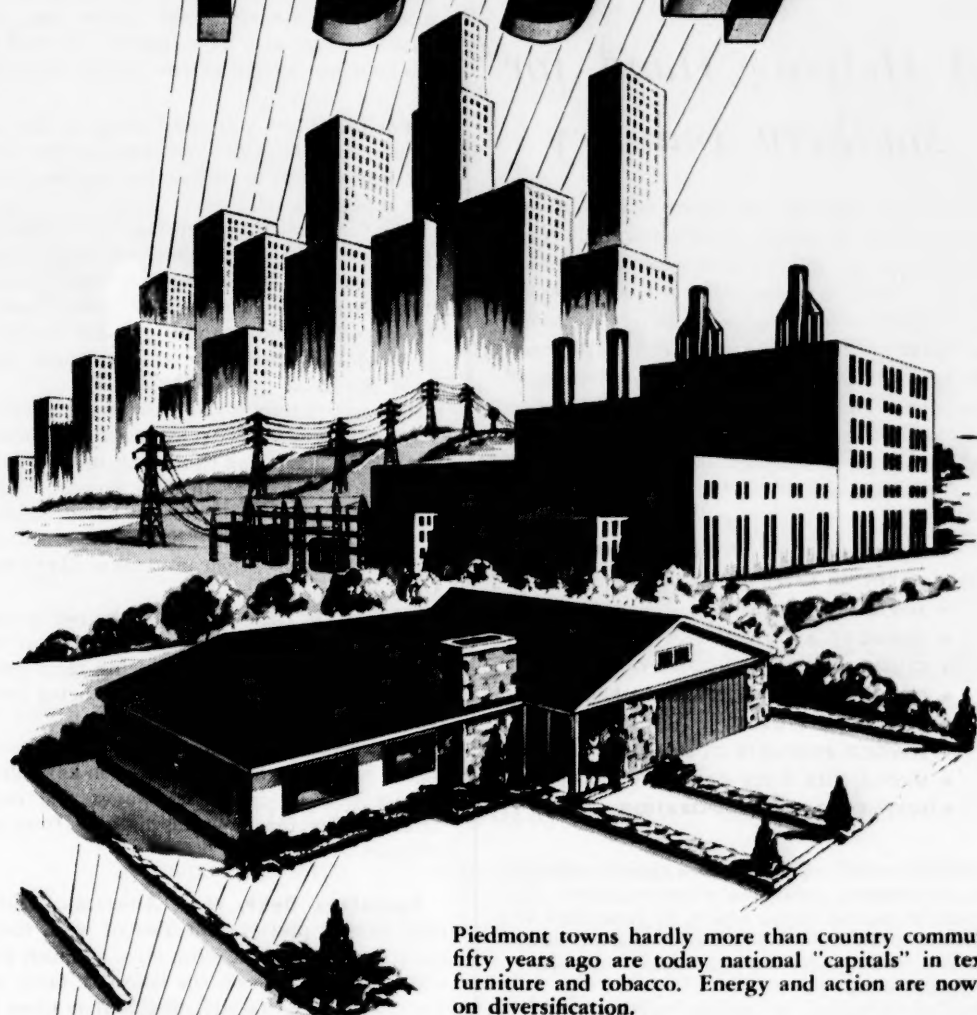
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LITTLE GRAINS OF SAND

(Continued from page 22)

cant decisions lately. In the so-called Livingston Shirt case, for example, the Board ruled that subject to certain reservations an employer may address his employees on union matters on company time and on company premises without granting a similar privilege to the union. This reverses an earlier Board decision made in the famous Bonwit Teller case. Other recent NLRB rulings also have had the effect of broadening the employer's right of free speech in union elections.

Parity. When you hear some of the agricultural spokesmen talk of the "desperate plight" of the farmers, it is difficult to realize that they are actually talking about this country.

The very fact that such talk can be taken seriously indicates the extent to which officials of various farm organizations as well as their members have hypnotized themselves into believing that farmers are "entitled" to the pot of gold at the end of the parity rainbow—meaning full "parity" on a permanent basis for all farm products.

There is nothing "fair" about the parity concept.

If farmers had to pay for the automobiles, tractors, and all the goods and equipment used in modern farm production as well as in their homes on the basis of a parity concept for industry based on archaic pre-World War I standards—before the assembly line had come into its own—their protests would be spontaneous and loud.

And yet, in their chase for the parity rainbow for farm products no consideration is given to the fact that the actual cost of producing farm products has been reduced sharply and is still being reduced as a result of scientific advancement.

Continuation of this practice can only result in pushing up food costs higher for all non-agricultural workers, jacking up industrial wages and perpetuating inflation. The farmer gains nothing from permanent inflation.

Forgotten Debt. Most American families think they have a pretty good idea of what they owe. So much for department store bills, so much for doctor's bills, the mortgage on the house or farm, and so on. For the average family, the total is close to \$2,900, according to the National Chamber.

But, as citizens, everyone owes another debt, likely to be forgotten. That's the national debt. Presently, the national debt totals about \$274.5 billion, or about \$6,008 per family. Interest alone on the national debt amounts to \$144 annually per family. These are among the reasons why all of us can have more if the government spends less.

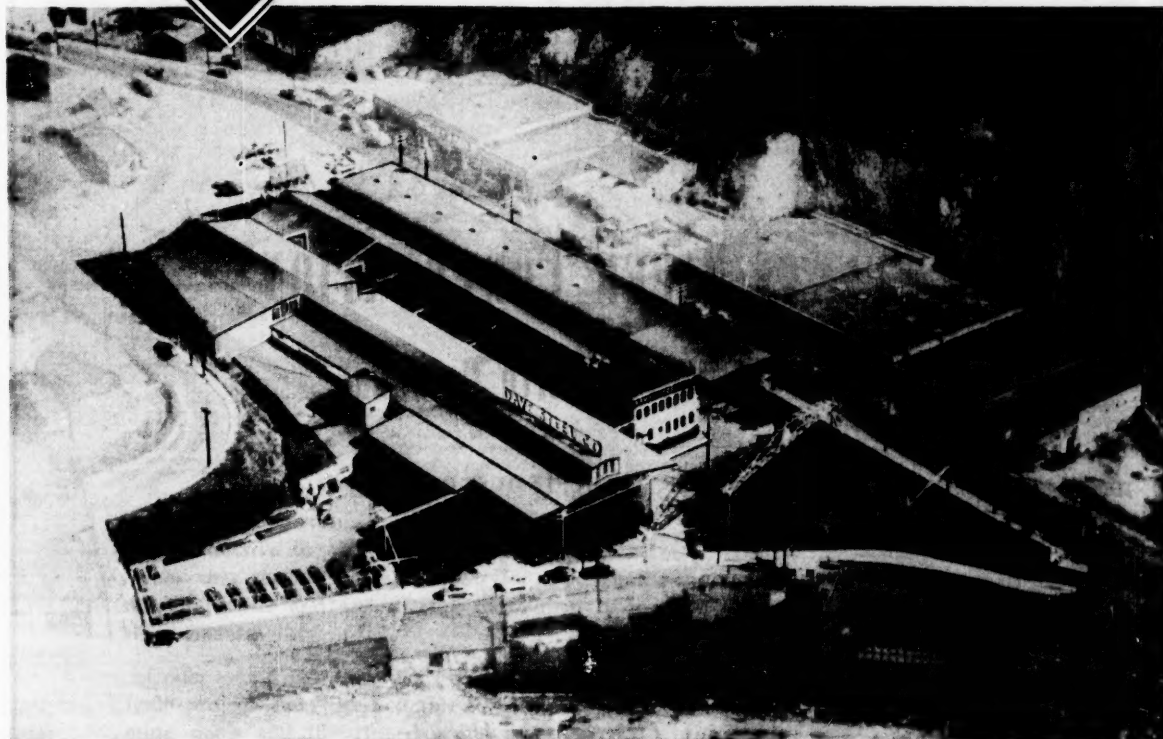
Figures Don't Lie? In recent months the nation has seen a perfect example of how figures can be misleading when announced piecemeal. The reference, of

(Continued on page 30)



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For further information on these Carolinians and Sites in our service area, just write, wire or phone our Area Development Dept. On your request, we'd be happy to send you the FREE 24-page summary of Carolinians at work in the Finer Carolina Program.



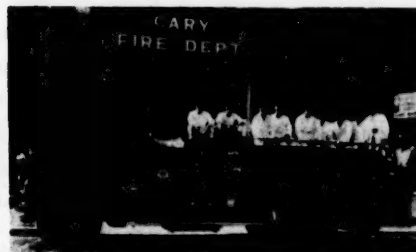
AREA DEVELOPMENT DEPARTMENT

CAROLINA POWER & LIGHT COMPANY

Raleigh, North Carolina



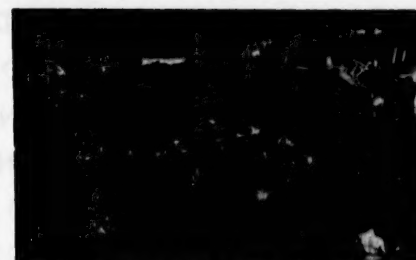
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LITTLE GRAINS OF SAND

(Continued from page 26)

course, is to the repeated newspaper stories stating that the cost of living has reached new record peaks.

Since January, 1952, the Consumer Price Index, one of the government's cost-of-living gauges, has gone up 1.9 per cent. But, to get the full picture, it is necessary to take some measurement of the worker's ability to meet these fractional increases in his cost-of-living. When this is done, we find that while the cost of living was increasing by fractions of one per cent, wages and salaries were going up by whole percentage points. We find also that in the past year the national income has increased by about \$21 billion and the compensation of employees has risen by about \$18.5 billion.

In that same period, the average hourly earnings of workers in manufacturing industries has jumped 9.2 per cent. The weekly earnings in manufacturing have increased by an even 6 per cent.

Embarrassing. West Germany has made the greatest economic recovery of any of the European nations wrecked by the war. It is becoming difficult to disguise the fact West Germany has made this recovery while ignoring the prescriptions of the "new economics" and by following some very old, and quaintly orthodox, economic policies.

The latest testimony to West German recovery is the report of the Organization for European Economic Cooperation. Its annual survey notes that the industrial output of Great Britain rose slightly in the first half of 1953. France's output actually declined. But West Germany's rose seven per cent and a similar rise was forecast for 1954.

West Germany is still no paradise for free enterprise but during the Socialist years in Britain it was doing some old-fashioned things. Instead of trying to manage inflation, it stopped inflating. The country was given a hard currency even though at first its hardness hurt. It eliminated price and wage controls. It progressively returned more and more industry to private management and relaxed its foreign trade and currency exchange curbs. The government got a tight grasp on its budget.

This is all rather baffling to the prophets of the managed economy. But at least the West Germans don't find it a matter for embarrassment.

It Can Be Done. One of the little dogmas of the Socialists, and one too easily accepted by their opponents, has been that Socialism is a one way street. The theory has been that once a Socialist government expropriated industry there would be no practical way of undoing it, even if nationalization proved a failure and the program was rejected by the electorate. It was a theory summed up by the late Sir Stafford Cripps with the remark that "you can't unscramble eggs."

Dispatches report that the British government has received requests to buy almost three times the amount of stock offered in United Steel Companies, Ltd. For

(Continued on page 34)

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YOU, TOO, rate the cigarette that rates *best* with the *most* smokers! After all, Camels' costly tobaccos *assure* you a cool, cool mildness, a rich, exclusive flavor that other brands can't match! So *try* Camels — today. Smoke only Camels for 30 days. Let your own sense of good taste tell *you* why Camels' flavor and mildness agree with more people than *any* other cigarette!

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LITTLE GRAINS OF SAND

(Continued from page 30)

this particular company the government is offering fourteen million shares to the public. In twelve days it has received 52,000 applications seeking to purchase a total of forty million shares. As a result, the government is going to have to pro-rate the offering, giving preference to the former shareholders who were forced to sell out to the government. This egg is being unscrambled.

Bank Liquidity. Many things have been done since 1933 to strengthen the nation's banking system, so as to make a repetition of the banking troubles of the past unthinkable. But the most important single step has been the great improvement in quality and liquidity of bank assets, and outstanding in this respect has been the much larger proportion of resources that is invested in Government obligations.

It is true that, at the end of World War II, commercial banks had invested an unduly large proportion of their resources in Government obligations. Such holdings then exceeded \$90 billion. But nearly a third of this total has since been liquidated, and it is a serious question whether a further reduction in commercial bank holdings of Government securities and the substitution of so-called risk assets would be good for the banks.

Paper Money. In the prosecution of the Second World War—and the Korean War, too, which was a major war, regardless of what some may term it—and in carrying on our postwar policies, immense quantities of the nation's material wealth was destroyed or given away. Certainly, the things destroyed no longer exist; and certainly, the things given away no longer form a part of our national wealth.

But the account books of individuals and businesses do not reflect the disappearance of these things; they record payment of billions of dollars of income as receipt of full equivalent in value for everything supplied and every service rendered.

What these account books do not show is that these payments were made with irredeemable paper money that the government printed and issued for the purpose. Things of substance have been paid for with government fiat. As the money was printed, each dollar became proportionately less valuable.

Regardless of how much individuals or businesses may have been prospering, therefore, the nation as a whole has been steadily becoming less prosperous. The national debt is still increasing, not decreasing; the budget remains unbalanced, not balanced. The printing presses are continuing to turn out paper money. The dollar continues to decline in value as the cost of living rises.

Those who bought insurance policies and annuities twenty years ago know what is happening. Those who have depended on fixed income know what has happened. Those who saved have been disillusioned.

If we continue to operate with paper money, everybody will eventually learn the truth.

Thurman Sensing.



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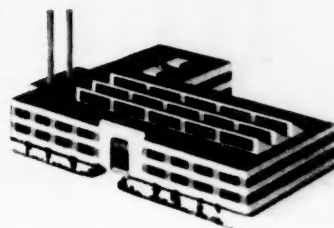
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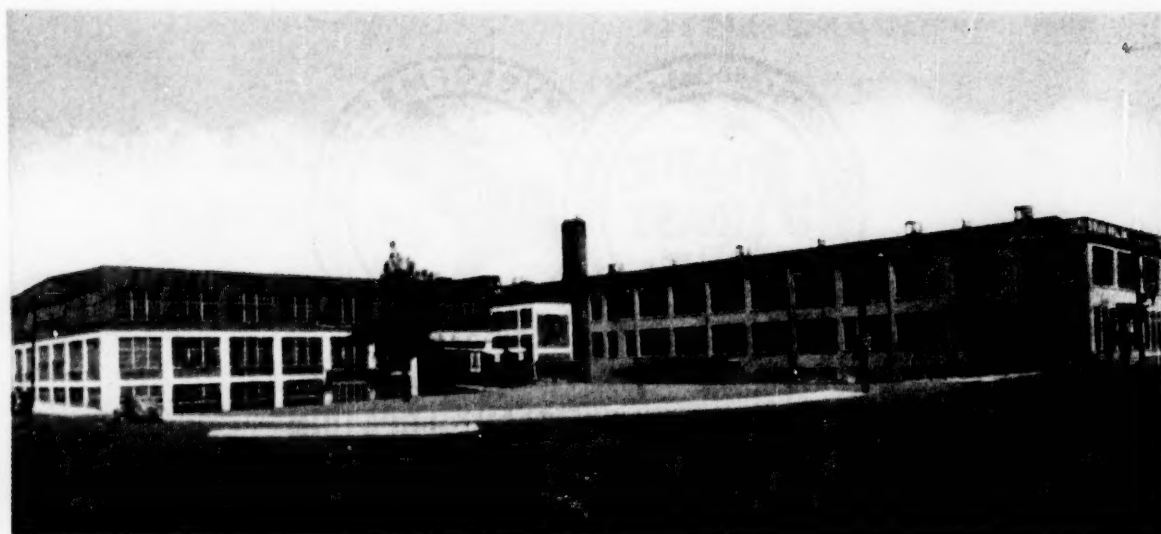
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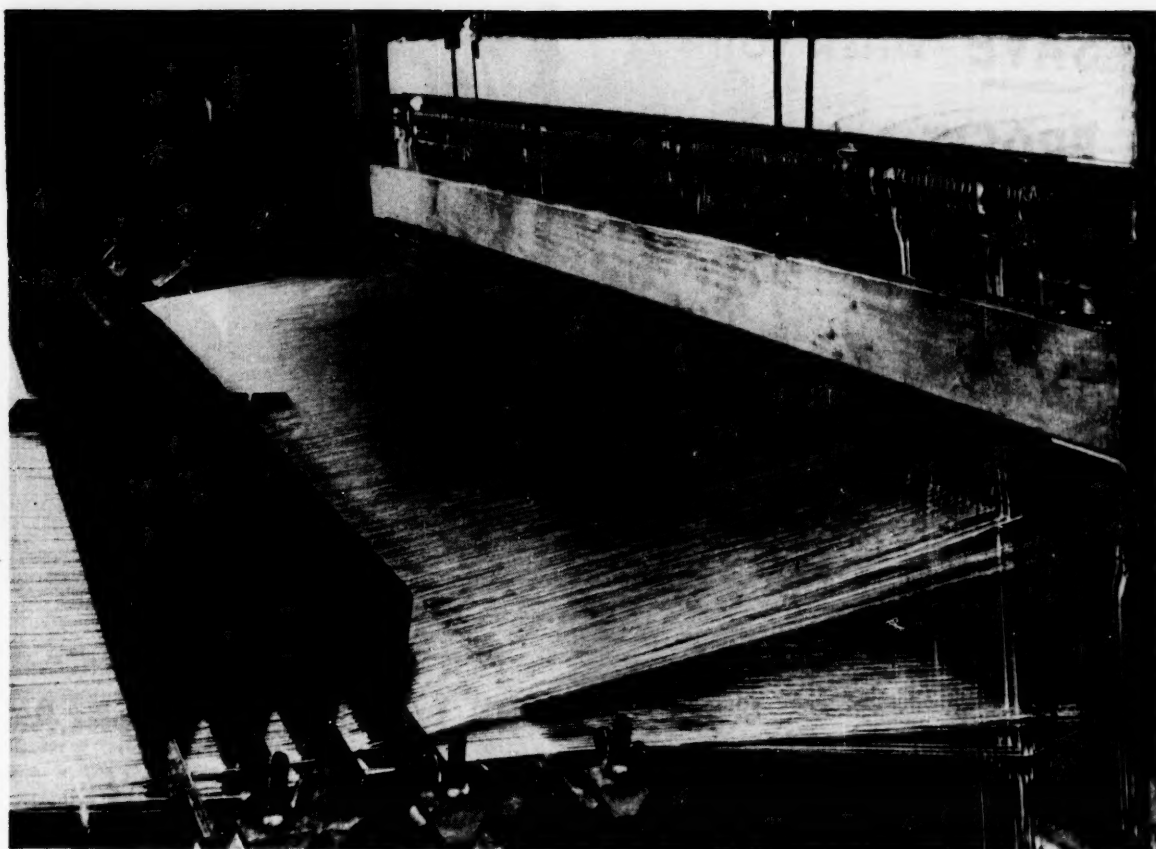
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Just as every strand of yarn, whether warp or filling, is important in making cloth of superior construction, so every one of the 17,500 Cone employees is an important part of the total organization.

It is through the combined skill of all employees that fibers are processed into strands of good yarn which fall into their proper places to form Cone fabrics of highest quality.

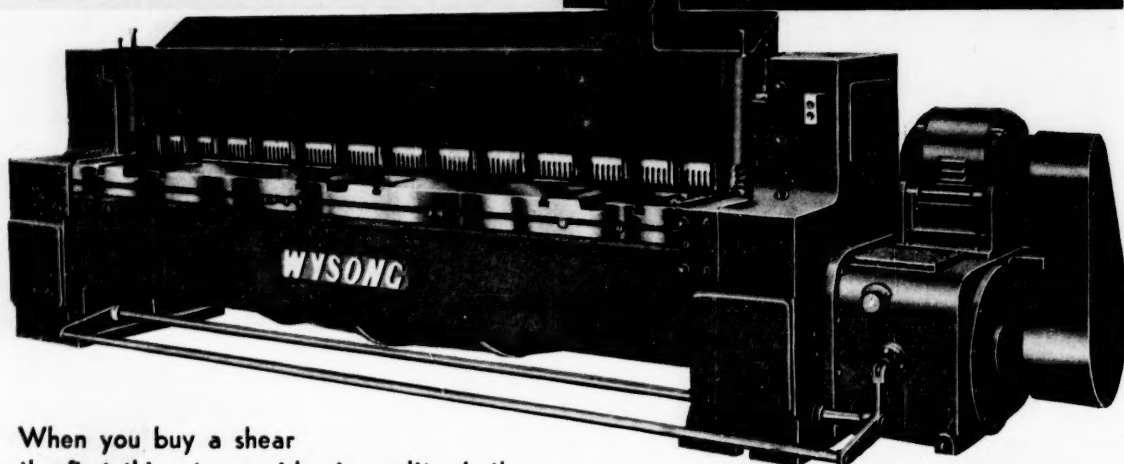
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Fine. But just how much pressure does it provide?

Up to 10,000 pounds, but pressure is easily decreased to prevent marring of sheets.

Can I cut thin sheets and 1/4" plate at the same time?

Certainly. That is a matter of blade setting and equalized holddown. Compensating springs in each holddown foot equalize the pressure on materials of different thicknesses and irregular sheets. The blade setting for 1/4" gives a good cut on thin sheets.

Do I have to open the gear box to set non-repeat unit?

No. Merely turn knob at front of gear box to "C" for continuous operation or to "S" for single-stroke.

How often must I grease gears and eccentrics?

Those parts and the clutch run in baths of oil. Oil in the gear box should be changed every six months and in the end frames about once a year.

Well, I see it is safe and easy to operate, but does it hold accuracy under the heavy load required to shear full length 1/4" sheets?

As close as any shear made. The rigid, massive, Hi-tensile casting construction of Wysong Shears has made them known for maintaining alignment.

Do I have to buy the motor and starter as extras?

No. Wysong furnishes them, mounted and wired for operation.

How much extra does the front-operated back gauge cost?

Not a cent . . . it's standard equipment. The price also includes solid, four-edge blades, a nine-jaw clutch with non-repeat unit, metal finger guard and belt guards.



For better quality and greater value join the many satisfied users who say . . . "for Shear satisfaction . . . buy a WYSONG . . . it's MILES ahead". See your dealer or write to factory.

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"What Enriches the South Enriches the Nation"

Balanced Taxes

The basic concept on which the American enterprise system has been built is individual freedom. This system releases for the common good the maximum of individual energy and initiative—the most creative forces in the world.

Nothing offers a greater deterrent to the free expression of an individual's energy and ambition than government restraint, and, in these days of high-priced government, the greatest of these restraints is taxes.

To be sure, taxes are necessary to support government, and in these days of paternalism and threat of war, high taxes are necessary. But two paramount objectives should always be before our lawmakers when tax laws are written. First, a tax law that will assure a relative stability of income in both fat years and lean. Second, one that will not oppress and destroy the individual initiative that makes possible our dynamic economy.

Considered from both of these fundamental points of view our present federal tax laws are found to be woefully deficient. They are not a stable source of government income, and they tend to destroy individual initiative in the most creative among us.

Development of a successful tax program requires a high degree of realism. A revenue system is needed which will satisfy federal revenue needs with the least possible impediment to a growing, dynamic economy. No tax can ever have a beneficent effect on the economy. The most that can be achieved is to arrive at a system which puts as few road blocks as possible in the path of economic progress.

The ideal tax system does not lean too heavily upon any one type of tax, but tries to achieve a balance between taxes on income and taxes on consumption. Such a program accepts the principle of a progressive income tax but maintains that the principle of progression should not be carried too far.

Since 1932 we have allowed ourselves to rely too heavily on highly progressive income taxes. From the restricted point of view of ease of collection, a highly

progressive income tax is satisfactory in inflationary periods. But the very factors which give it an advantage in such times tend to work against it in periods of deflation.

If we continue to rely on highly progressive income taxes for 80% of our tax revenues the government may find itself with vastly diminished revenues but no slackening in the demands on the federal treasury. It is in this situation that excise taxes fill the gap. Assuming that the greater part of the national income is spent, excise taxes at flat rates would decrease in arithmetic proportion to national income, whereas a highly progressive income tax would decrease in geometrical proportion. When you most need it, it gives the least help.

As noted above, any tax system, to be successful, must present the least possible obstacle to individual effort and economic initiative. A highly progressive income tax structure is the maximum deterrent to individual initiative. This is particularly true of those individuals upon whose services the realistic bargaining of the market place has placed the highest value.

The very arguments that have been advanced against excise taxes serve to demonstrate their strength. The position has been widely taken that such taxes are unfair because they fall in greater proportion upon persons with small incomes. This argument fails to consider that the greatest bulk of the national income lies in the lower brackets. We can't finance the running expenses of the government merely by soaking the rich. There aren't enough of them and they aren't rich enough.

The five major reasons for advocating consumption taxes are their ability to produce needed revenues, the stability of their yield, their helpfulness in providing an economic climate favorable to risk taking and enterprise, their ease of collection combined with the difficulty of evasion, and their effectiveness in collecting funds from the very sources which have the bulk of available income.

1954 Outlook Prejudged By Left-Wing Bias

Millions on both sides of Iron Curtain gloomier than prospects warrant.

By Robert S. Byfield

Financial Editor

NINETEEN hundred and fifty-four having arrived, it is now possible to state one fact, namely, that a set-back in the American economy did not occur in 1953. Some may wish to strain their interpretations and call attention to the decline in railway car loadings and steel production and the rise in inventories in the last 30 to 45 days. There are other indicators of business health which might be comforting to those who, having predicted dire things, now are awaiting their arrival. Incidentally, one statistic which reached a peak this year and has not yet slumped is the number of people who have a vested interest in a 1954 depression. Things have been building up along these lines for many months. We have frequently referred to the millions of communists in various countries on both sides of the Iron Curtain who accept the collapse of capitalism as inevitable. For them a slump, or a dip, or even a period of hesitation in our business set-up is no normal adjustment, but rather unmistakable evidence of rigor mortis. The apparatus by which this component of Marxist doctrine is diffused all over the world cannot be underestimated. To belittle our accomplishments, impugn our motives and cast doubt on our future are prime objectives in the psychological warfare of the Kremlin.

Only a few days ago a headline in one of the New York newspapers read: "Europe's Biggest Fear: Depression in America." The dispatch, which carried a Washington dateline, stated that threat of an American depression in 1954 haunted Europeans more than fear of Soviet war. Being convinced that the Soviet Union will not attack, their sense of relief is offset by the fear that an American economic slip is almost inevitable. Of course, part of the fear is induced by worry that if there is a depression in the United States, America will buy less goods from Western Europe and will have less money available for economic and military subsidies.

The effectiveness of the psychological warfare waged by the Kremlin has been a frequent subject for debate in the Western World. There is no alternative left open to us except the reluctant conviction

that, judging by Western Europe's current attitude, it may be winning one of its greatest successes. Just imagine the conditioning process by which millions of people come to the conclusion that a downturn in American prosperity is to be rated a greater menace than Soviet aggression! The implications are not pleasant to contemplate.

There is no doubt that the Socialists in Western Europe are effective auxiliaries of the Soviets. While they are non-communists themselves for various reasons, they have no faith in any free, competitive economy, particularly our own. They are easy targets for the agitators of the Kremlin. We have said this before and we say it again. Last Fall, a high American official attended a meeting in Western Europe of the O.E.E.C. On his return to Washington he stated that he was shocked at the extremely pessimistic views of leading European government officials, economists and businessmen regarding the continuance of American prosperity. He felt that the influence of British economists and financial editors had also been noticeable. This should not be surprising because the doctrines of the Fabian Socialists in Britain have deeply infiltrated even into conservative academic and business circles. An entrenched anti-American bias has been built in and this shows itself in many ways.

We have heard much and will continue to hear even more about the "coming recession" from the political opponents of the Administration. It is to be expected that Democrats will benefit in the November 1954 elections if unemployment rises uncomfortably and our economic well-being droops. Republicans could not successfully exploit the continued unemployment of the late 1930's against the Democrats. Conditions and political personalities make it impossible and the memories of 1929-1933 had not then begun to fade; 1941 and afterwards came the war and the post-war inflation and, of course, Korea. These were distractions. Investors will do well to regard politically biased prophecies with extreme suspicion.

The case for a 1954 slump has been stated by many people but none have

done so more boldly than Professor Colin Clark, the well-known Australian economist. In two articles appearing in *The Manchester Guardian Weekly* in November he equated 1954 with 1930 insofar as the United States was concerned. He stressed our supposedly top-heavy inventories and he reaches his conclusions with the assistance of a series of mathematical equations. Clark's views have been widely publicized and because of his past good record, they have been taken seriously in some quarters.

The entirely contrary view has been expressed recently by a distinguished American economist, W. S. Woytinsky, who has a better than average record of predictions. In 1949, for example, he did not believe that a depression would occur. In an article in *The New Leader* of December 7, 1953, he deprecates the recurring attacks of jitters which have characterized 1953. He is not worried about the rise in business inventories, believing that their relationship to manufacturers' sales are not excessive. Without mentioning Clark, he states that the accumulation of inventories as an evidence of approaching recession is unwarranted. He believes that Gross National Product and National Income are unlikely to decline in 1954 as compared with 1953. He feels that the latter will total at least \$325 billion as against \$312 billion in 1953 and that the Federal Reserve index of production may actually advance in 1954 from what it averaged in 1953.

We are inclined to back Woytinsky as against Clark, although the former may be a little bit too optimistic. We are quite unconvinced by the Clark type of reasoning; 1953 has borne little resemblance to 1928 and there is no reason why 1954 should be anything like 1930. But entirely aside from Clark's reasoning in detail, we suspect that he, in common with many other foreign economists, have failed to grasp the dynamism of the American business structure. It was necessary for Graham Hutton, a prominent Englishman himself, in a book, "We Too Can Prosper," published a few months ago, to make this clear. He commented at length upon the experience of 66 Anglo-American Council on Productivity teams in comparing American and British efficiency. It is not generally known, for example, that between 1950 and 1951 the mere increase in American output of goods and services was more than the total output of Britain. Hutton states that if British productivity were as high as America's, most of Britain's economic problems would disappear. It is doubtful whether Professor Clark has taken into consideration the importance of technology in our economy. Woytinsky, on the other hand, readily argues that the rate of economic growth is ultimately controlled by the speed of technological advance as reflected by the rising productivity of labor. A reversal of this advance could have highly unpleasant consequences. Judging by the high rate of capital investment per worker in recent years and the likelihood that this will continue, we feel that continuing improvement in technology will distinctly limit even a short-term readjustment.

Southern Industry Records Big Gains

1953—Review and Outlook—1954

FROM all reliable reports this nation experienced one of the greatest boom years in 1953. How did the sixteen Southern states fare? Was their experience typical of that of the nation, or did they record advances to a greater or lesser degree than the rest of the nation?

What are the prospects for business and industry in 1954? There are those who say there will be a slight recession, and there are those who maintain that this year will be on a par with, or an improvement upon, last year.

In order to apprise its readers of this important information, or at least to give them reliable opinions on the subject, MANUFACTURERS RECORD has obtained the following statements wherever possible from officials in the 16 Southern states who are closely associated with such activity.

Alabama's progress in 1953 was outstanding. Eighty-three new industries moved into 43 different Alabama cities in 30 separate counties in 1953. This total of 83 industries is an average of more than one new industry for every county in Alabama, and that's a fine average.

Representing an investment of more than thirty million dollars (\$30,991,000), the 83 new industries will furnish employment to an additional 7,074 persons in Alabama, Russell said. The State Chamber president said the investment figure and the employment figure did not include several large industrial firms who have located in the State during the year, since the companies did not include such statistics in announcing new plants.

Sixty-four existing plants in Alabama have expansion plans underway which will total more than 92 million dollars (\$92,709,000). These expansions will require the additional employment of nearly 3,000 workers (2,939), and reflect the confidence existing firms have in the future of Alabama and the south.

In addition to Alabama's progress industrially during 1953, agriculture has also continued to improve. Hogs brought Alabama producers 20% more than in 1952, egg prices have been higher, and lower feed costs made the production of broilers and turkeys more profitable. Corn production is nearly double 1952, the cotton crop nearly 100,000 bales more, wheat yields have doubled, along with oats, and substantial gains have been made in other crops, the State Chamber president said.

Based on present and past industrial trends, we estimate that about 30 major industries with an approximate capital

investment of \$25,000,000 and employing around 10,000 people will come to Alabama in 1954. The majority of these plants, we believe, will involve chemical and related products, and metal products.

Arkansas lists 51 major industries that have located in the state in 1953, and 30 that have expanded greatly. Several industries have indicated they are definitely interested in locating here, and several that are definitely locating there have not yet started production. Production will start after completion of their buildings.

Manufacturing and processing industries committed a total of \$135.9 million to construction of new plants and/or expansion of existing facilities in Arkansas in 1953. C. Hamilton Moses, president of the Arkansas Economic Council-State Chamber of Commerce, announced in summarizing a survey just completed by the AEC-SCC staff.

One hundred-thirty projects, when all were completed and in production, would provide 5,723 additional industrial jobs. Based on the 1953 average manufacturing wage in Arkansas of approximately \$50 a week, this would mean an increase in the state's annual manufacturing payroll of \$17.2 million.

New facilities listed by the AEC-SCC survey totaled 70, involving a capital investment of \$40,079,000 and expected to provide 4,290 additional jobs at an annual payroll of \$12.9 million. About half the investment total in this group was accounted for by Oklahoma-Mississippi River Products Line's new \$21 million pipeline and distribution facilities, now under construction. New plants of Aluminum Company of America and Crompton-Shenandoah Corp., accounted for another \$10 million.

A total of \$93.2 million was committed for 59 plant expansions which will create 1,363 new jobs at an annual payroll increase of at least \$4.1 million. Largest single item in this group was represented by Arkansas Power & Light Company's \$25 million expansion outlay during the year. Next came the Crossett Company's announcement of a new \$20 million expansion of its paper manufacturing facilities.

The outlook for Arkansas for 1954 is very bright. The Arkansas Resources and Development Commission, the Arkansas Power & Light Co., and the State Chamber of Commerce are working as a unit to attract industry into the state. These three agencies are working on the

Arkansas Plan whereby they are contacting every incorporated community in the state, urging them to improve their own community whereby it will be ready to attract a favorable industry. There is every indication that Arkansas will locate many more new industries in 1954. There is an adequate supply of all the utilities, a fine highway system, railroads, a good supply of labor, natural resources and conditions that are very pleasant in which to live and work.

According to C. Hamilton Moses, Arkansas Power & Light executive, and president of the Arkansas Economic Council—State Chamber of Commerce—

"On the basis of our showing the past year and the number of industrial prospects with whom various Arkansas agencies are negotiating at this time, we expect 1954 to be another year of substantial economic development in our state," Mr. Moses said. "Commerce Department estimates are that spending on new manufacturing facilities in the first quarter of 1954 will be at an annual rate of \$28 billion, some \$800 million above the record for the same period of 1953, and Arkansas is going to make a determined effort to get its share of this expansion."

Florida's business and civic leaders believe their state's 1954 industrial expansion will top even the banner year of 1953.

They acknowledge that a possible business recession during the early months of this year could make many manufacturers reluctant to establish new plants anywhere. At the same time they are confident that only a major depression, a prospect they consider extremely unlikely, could prevent the state's industrialization from going ahead at an accelerated pace in '54.

"The economic winds are blowing in Florida's direction," said A. D. Davis of Jacksonville, Chairman of the Council for Industry and Commerce.

One of these factors, he continued, is Florida's amazing rate of population growth—1,965 new residents every week in the year. This phenomenal growth provides the answers to two questions invariably raised by site-seeking manufacturers: markets and labor.

Some plants are oriented to markets, some to labor, some to raw materials and some to a combination of factors. For many types of plants, the Florida market is substantially greater than the state's present population of 3,100,000 would indicate. The state's 5,000,000 visitors a

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year provide added purchasing power, and Florida's geographic position makes it a strategic spot in which to manufacture goods for a growing Latin American market.

This favorable market situation helped a number of Florida industries to mushroom during 1953. Furniture factories were established in half-a-dozen Florida cities; toy manufacturers built plants at St. Petersburg, Orlando and Miami; the apparel industry boomed.

Another trend expected to continue in '54 is the development of light metal fabricating plants. During '53, a single such plant at Miami more than doubled its capacity and now can produce 1,000 aluminum windows a day.

State Advertising Commission Director Anthony J. Dwyer cited the electronics industry as an example of how Florida attracts those plants which are chiefly oriented to an abundant supply of skilled labor.

The Advertising Commission director, whose department has the primary responsibility for industrial development in Florida, said scientific research is rapidly helping Florida overcome its lack of such basic elements as coal and iron.

Planned expansions in Florida's giant pulp industry will provide hundreds of new jobs during 1954. The industry now has a capacity of 4,505 tons a day and this will be increased to 5,630 tons by Jan. 1, 1955.

Georgia manufacturing had its best year in the history of the State in 1953.

Under construction were three big mills of the paper and pulp industry, each costing 25 million dollars or more—Mead at Rome, National Container at Valdosta, and Rayonier at Doctortown, and three woolen mills, American Woolen at Tifton, Peerless Textiles at Ellijay, and Ames Textile Corporation's two-million-dollar plant at Cleveland.

In all, over 200 new plants located in the State. Babcock & Wilcox set up a million-dollar operation at Brunswick to make boilers, Coats & Clark began building a mill at Toccoa to manufacture thread, Eastman Kodak Company at Atlanta for film processing, A. & M. Karagheusian Company at Albany to make carpets, Brunner Mfg. Co., at Gainesville for compressors, and Seaboard Refining Company at Doraville for oil processing.

General Electric was building a \$28,000,000 plant at Rome to manufacture transformers, and among the newly located mills were those manufacturing garments, paint, dog food, chemicals, fertilizer, screen wire, candy, farm equipment, ink, aluminum screens, ceramic and wood products, feed, gas tanks, metal awnings, rubber mats, auto trailers, soaps, fishing equipment, hose, chenille products and other textiles, plastic novelties, rugs and sewing machine parts.

Whereas in 1939, just 15 years ago, the value of manufactured goods turned out

by Georgia mills was 677 million dollars, last year the value totaled over four billion dollars. Textile production alone valued at over a billion and a quarter dollars, as compared with 216 million dollars in 1940. Food processing amounted to nearly a billion dollars as compared with 134 million dollars in 1939.

The Port of Savannah facilities were completed during 1953 and became the only State port in the country being operated successfully without any State subsidy.

At the end of the year, two billion dollars was on deposit in the State's banks, unemployment was relatively low, urban construction for the year totaled some 200 million dollars, the per capita income had more than quadrupled over a dozen years ago, and all segments of Georgia economy enjoyed vigorous health. The year ahead is expected to be another one of decided industrial progress and business expansion, with many new factories, large and small, locating within the borders of the State.

Kentucky—The growth of manufacturing industry in Kentucky during 1953 sustained the strong upward trend typical of that growth in the state since the war. The 1953 record shows:

	Planned Employ- ment	Capital Outlay
New Plants	48	7,215 \$63,622,000
Plant Expan.	13	14,070,000
Total	61	77,692,000

The outstanding item on the 1953 new plant list is the Louisville assembly plant announced by the Ford Motor Company, scheduled to employ 3,500 workers. Already engaged in assembly operations at Louisville, Ford decided to locate this new assembly plant there also, after studying alternative locations in neighboring states. The new facility will triple the company's capacity at Louisville.

The 1953 list points up the "chain reaction" going on in new chemical developments at Calvert City, near Paducah, where Air Reduction's National Carbide Division, Penn Salt and B. F. Goodrich Chemical already had a combined investment in postwar plants amounting to \$25,000,000. (Pittsburgh Metallurgical's ferro alloy operation there, established in 1948, represents a \$6,818,000 investment.) This year, B. F. Goodrich announced a new \$8,500,000 plant for production of acrylonitrile, and Penn Salt launched a new \$900,000 benzene hexachloride plant.

Other sizable investments in new plants for 1953 include a \$3,750,000 facility at Erlanger, announced by Goodall Palm Beach, General Mills' new flour blending plant at Louisville, and Welch Williams Company's new \$5,000,000 plant for production of store equipment, in the same city.

The list of products scheduled for production in the balance of the new plants announced during 1953 reflects the continuing growth of the metal-working,

electrical and automotive component, and industrial equipment industries in Kentucky. Plants widely scattered over the state were announced for production of metal tubes, machine tools, tools and dies, plastic pipe, car couplings, thermostats, firing pin assemblies, resistors and blow torches.

Two new plants put into operation during 1953 are of more than ordinary significance to the industrial growth of Kentucky. The Green River Steel Corp., Owensboro, began production of low carbon and special alloy steels in its new, modern, \$12,000,000 electric furnace plant—its output going into munitions, automotive and other uses in the regional market. Sylvania Electric Products at Winchester began production of photo flash bulbs in its new \$4,000,000 plant. The glass shells for Sylvania's bulbs come from the new Corning Glass Works plant at Danville, Kentucky. Corning, in turn, uses glass sands coming out of a new, locally-owned operation—the Marion Silica Company—in Crittenden County, Kentucky.

Realizing that industrial growth in Kentucky during 1954 will be importantly conditioned by the level of general business activity and business policy with respect to expansion plans, Kentuckians close to the industrial development picture are not pessimistic regarding the outlook for 1954. During the final quarter of 1953, the Kentucky Agricultural and Industrial Development Board had a larger volume of new "inquiries" from out-of-state manufacturers than during any similar period in the recent past. During the same period the Board's staff was working with as large a number of active "prospects" as during any period back to 1950. As yet, no serious impact of recession talk on expansion plans of manufacturers has been noted in these contacts.

Louisiana—According to Elmer D. Conner, Louisiana Department of Commerce and Industry chief, "the \$268,000,000 invested in new or expanded industry in the state during 1953 was not only the highest total for any year here, but it was 56 per cent higher than the total expansion in the six years from 1936 to 1941."

Where did this record-breaking figure come from? The 1953 figures were just recently released by the Department of Commerce and Industry, but they came as no surprise to people who had been following Louisiana's industrial progress closely.

Take a quick look at the last four years of progress: from Mr. Conner's department, which administers Louisiana's tax exemption plan whereby new and expanding industries are exempt from ad valorem taxes for a period of ten years, figures are available that give a dramatic indication of industrial growth.

In 1950, a little over \$47,000,000 in new or expanding industrial facilities were constructed in the state. The following year the State Board of Commerce and Industry (composed of twelve businessmen of the state serving in non-salaried appointments) granted exemptions for

facilities amounting to \$83,000,000. In 1952, the total began skyrocketing and topped \$262,000,000 and, as has been mentioned, the year 1953 saw the increase of additional facilities to \$3268,000,000.

It's no secret what type of industry the bulk of these firms represent—the magical name of the petrochemical interests are known to be “the big spenders” that are among those who are expanding in Louisiana.

On the agenda for 1954, the Department of Commerce and Industry plans increased concentration on at least two industries: Aluminum and textiles.

The textile field is intriguing Louisiana's industrial minds these days, too. Louisiana, far down in the textile line-up through the South, in wondering why Texas claims \$136 million in textile facilities, Mississippi claims \$63 million, and Louisiana gets a \$21 million slice. The Department of Commerce and Industry counts textiles in for a large share of its planning during 1954.

Also during 1954 the department expects to concentrate strongly on welding Louisiana's various local community development groups into a potent synchronized operation. Greater emphasis will be placed on the need for an organized statewide industrial program in which civic groups, trade organizations and local governing bodies will participate.

Maryland—While no official report was received regarding the situation in Maryland, it is obvious to those on the scene that the state had another banner year in 1953. From the Eastern Shore, which is the most sparsely populated section of the state, industrially speaking, to more heavily industrial Western Maryland, the picture was the same.

The great concentration of industry, of course, is in the Baltimore area. Industrial production here in the year just closed exceeded that of any year since the close of World War II. A record was set in industrial employment, and the consumption of industrial power and gas.

New and expanding plants in the area represent an investment of more than \$117,000,000, providing employment for approximately 5500 people. There were in the neighborhood of 140 expansions of existing facilities, and between 25 and 30 new industries were located.

The major expansions to existing manufacturing plants included those projects being carried on at Sparrows Point by the Bethlehem Steel Co. and Consolidated Gas Electric Light & Power Co. Mathieson Chemical acquired property for the concentration of its experimental and chemical research work. Esso Standard Oil Co. began construction of a new fluid coking refining unit, as well as a new bulk plant. Kaiser Aluminum and Chemical Corporation began work on a large addition, as did National Can and the Glenn L. Martin Co.

With the increased activity resulting from the expansions listed above, as well as a result of the continued development of the city and state's No. 1 asset—the Port of Baltimore—1954 is expected to be equally as good, or better, industrially

speaking, than 1953 in the opinion of leading local industrialists.

Mississippi—New records in the fields of agriculture and industry which have accounted for increased income and more taxes with which to meet the demands of a rapidly developing state marked the year 1953 in Mississippi.

Agricultural Mississippi not only produced a bumper estimated cotton crop of 2,100,000 bales last year, but witnessed the location or expansion of 48 industries—almost one a week—to utilize its manpower and resources and contribute additional income to the state.

These industries alone have or will contribute an additional \$17,352,000 in manufacturing payrolls and will provide employment for 7,100 additional workers to bring manufacturing employment to an all-time high of over 100,000 with combined payrolls amounting to an estimated \$250,000,000.

Eighteen of the 48 industries accounted for last year were via the BAWI route.

A four-year compilation of new industries in Mississippi shows a total of 160 new or expanded manufacturing operations, 65 of which were acquired through the subscription of BAWI bonds.

These 160 new industries represent an investment of \$116,540,000 and account for 19,497 in additional employment and approximately \$45,600,000 annually in payrolls.

Most crops in Mississippi during 1953 were excellent despite a serious drouth. The cotton crop both in total value and yield per acre was the best in five years. The state's corn crop, despite dry weather, was 18 per cent above 1952, a record rice crop of 178,500,000 pounds was realized in the Delta, and an estimated pecan yield approached a near record.

Although the drouth hit pastures and livestock producers, Mississippians proved themselves capable of coping with the situation. Farmers, seeking diversified ways to improve their lot, were expected to realize more than \$25,000,000 in 1953 from broiler production as the state challenges the lead for poultry raising honors.

Despite continued development in other fields, Mississippi communities by and large are expressing a growing interest in securing new industries and new payrolls. Their chances of getting them seem good, if 1954 produces the same kind of new business enjoyed during the past year.

To prove their interest in securing new industries Mississippi communities last year voted by more than 20 to 1 for \$6,005,000 to finance construction of plants under provisions of the BAWI law.

Missouri—While Missouri could not give us a complete picture of the state's industrial progress in 1953 in time for inclusion in this issue, we were provided with facts and figures that indicate that last year was a most satisfactory one industrially speaking.

A total of 70 new industries were obtained in 1953. The total new investment in these plants and facilities amounted to \$7,797,000. Annual wages added as a

result totaled \$9,835,700 paid to 3749 new workers. Square feet of industrial space added was 930,694.

One hundred and twenty-seven industries listed expansions during the year, valued at \$24,571,650, with added annual wages totaling \$8,716,480 being paid to 4201 new workers. In industrial space, these additions and expansions amounted to 2,934,317 square feet.

From this we have a brief but very clear picture of industrial progress; 197 new and expanding industries with a total investment of more than \$32,000,000; payrolls of \$18½ million for approximately 8,000 new workers.

In the opinion of the Industrial Director of the Missouri Division of Resources and Development, the state will see approximately the same amount of growth in 1954.

North Carolina's industrial progress in 1953 and the prospects for growth in 1954 are adequately indicated in the special section—The North Carolina Story—that is part of this issue of MANUFACTURERS RECORD, to which we refer you. To sum up in this spot, we can say generally that wider geographical distribution keynoted North Carolina's industrial growth for 1953. Types of industrial plants built, expanded and planned for the State during the year also were widely diversified.

The number of new plants located in the State during the year, planned for construction, or to which significant additions were made in 1953 was 235, with more than \$60 million investment, and a potential of 16,327 new jobs. Ben E. Douglas, director of the Department of Conservation and Development, announced.

Oklahoma—A survey of the State of Oklahoma reveals that sixty-three (63) new industries were established in Oklahoma during 1953. These include plants that manufacture such products as textiles, foods, boats, plastic products, oil field supplies, carbon black, paint, concrete products, furniture, chemicals, metal products, fertilizers, and research facilities. These 63 new plants represent an investment in excess of 60 million dollars and over 2500 new employees. During this same period, Oklahoma industries expanded their facilities by spending an additional 50 million dollars.

Some of the factors that have influenced so many to locate in Oklahoma have been the expanding markets of this section of the nation, the availability of raw materials, the high productive records of Oklahoma labor, and the economic cost of power, water, and industrial fuels.

A report from the Oklahoma Employment Security Commission reveals that the number of manufacturing employees in Oklahoma increased from 82,900 on January 1, 1953 to 86,600 during the month of December, 1953.

In checking with numerous Chambers of Commerce throughout the State, it was found that they are in contact with a large number of manufacturing firms throughout the Nation who have dis-

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played an interest in their communities. This data, coupled with the fact that many of the Chambers of Commerce are now engaged in a stepped-up industrial development program; the four large utility firms in the State now having full-time industrial development departments; and the four major banks engaging industrial development men, it is believed that 1954 will bring greater industrial development in Oklahoma.

South Carolina's tremendous postwar industrial expansion, which has been near the top in the nation, continued at a substantial pace during the year just ended.

More than \$100,000,000 was spent or allocated for industrial development in South Carolina in 1953 bringing the state's industrial gains since 1945 to approximately \$923,000,000.

The 1953 expenditure will create more than 10,000 new jobs, with additional payrolls amounting to about \$24,000,000.

These figures do not include the estimated one and one-half billions being expended on the Atomic Energy Commission's Savannah River Plant, where permanent personnel is expected to reach at least 7,500.

In its latest annual report to the Governor and the Legislature, the Board cited the continuing trend toward diversification in industry.

The public generally does not realize to what extent this diversification has proceeded. South Carolina now has 31 broad classifications of manufacture, producing approximately 725 separate and distinct articles. It appears likely that many more will be added, since the success of one plant encourages others of a similar nature to consider locating in the same area.

All indications point to an increased pace in industrial development in 1954.

Tennessee's industrial growth last year was continued at a rate somewhat below the immediately preceding years. While the total number of new plants and expansions by established operations were about the same as those reported for 1951 and 1952, the dollar volume committed to both new plants and expansions was considerably lower than in those years.

Preliminary estimates made by the Tennessee Industrial & Agricultural Development Commission, indicate that over \$52-million were involved in the expansion of the State's industrial economy last year. This estimate is incomplete with respect to projects involving less than \$25,000 investment, and excludes commitments for related activities such as utilities, transportation, and the like. The \$52-million total represents expenditures made or planned by some 267 industries in 69 different cities or towns.

Most evidence leads to the conclusion that the tremendous tide of industrial expansion taking place since 1950 has begun to recede. While continued industrial growth is anticipated, Tennessee recognizes that the competition for new plants

will be progressively stiffer. In order to meet this competition and press the State's advantages, a new Industrial & Agricultural Development Commission was organized last July, and an expanded and accelerated campaign of promotion and advertising is planned for 1954. There have been indications that several large and significant developments by nationally known firms will be announced for Tennessee during 1954.

Texas—In the absence of more recent and detailed information from Texas which did not arrive in time to be included in this issue, we must refer to the "Texas Story," which appeared in the November, 1953, issue of MANUFACTURERS RECORD, and which will serve our purposes satisfactorily.

Texas has been consistently outgaining both the South and United States in practically every category of economic activity.

In 1952, total business volume for Texas was almost as much in dollars and cents as the entire business volume of the South in 1939.

One of the most important qualities of Texas industry is its diversity.

Once a land of cattle and crops, the Lone Star State has developed to a stage where every division of industry now occupies a position of significance.

This is especially true of mining since Texas has become universally known as the leading mineral state of the United States, due chiefly, but not entirely to the huge quantities of petroleum products extracted each year.

But, in addition to mining, Texas is a leader in agriculture, construction, manufacturing, utilities, finance, and trade of all types.

Texas has achieved greater gains than either its own region as a whole or its nation as a whole, in all periods of history that might be chosen for comparative purpose.

Texas is continuing now to maintain this same leadership with respect to growth. 1954 should see more of the same.

West Virginia looked forward today to continued industrial growth in 1954 after enjoying a healthy 1953 which showed substantial increases in construction, electric energy production, petroleum production and manufacturing.

Despite a 9 per cent decrease in coal production and a 3 per cent drop in natural gas output—two basic industries—the Mountain State saw these drops counterbalanced by increases in other fields.

Continued expansion of the chemical industry in the Great Ohio and Kanawha River valleys is expected to continue during 1954, and will play a large part in maintaining or increasing the pace of industrial growth in the state this year.

Further evidence of the State's sound economy in 1953 was found in the collection of gross sales tax, consumers' sales tax, and gasoline tax receipts. Gross sales tax collections were up about 4 per cent, consumers about 2 per cent and gasoline about 3.4 per cent and it is anticipated that this trend will continue during the ensuing year.

Coal mine employment in West Virginia dropped about 18,000 miners to approximately 96,895 from 1952 and wages fell approximately \$80,000,000 to \$385,616,464. Well informed sources anticipated, however, that highly mechanized mines of the larger companies would take up the slack in coal production.

The drought also affected the State's economy, dropping farm income to its lowest mark since 1950, and 8.3 per cent under the \$134,639,000 received by farmers last year.

Natural gas production fell from 166,740,000,000 cubic feet in 1952 to 161,745,000,000 this year, lowest since 1939. Lumber production also fell approximately one per cent from 387,705,000,000 board feet to 383,370,000,000 lowest since 1940.

Elsewhere business and industry enjoyed record highs.

The chemical, rayon, paint, drug, leather and textile industries paid a record combined total of \$144,947,828 in wages for the last fiscal year, and the iron and steel industry paid out \$178,658,430 in wages for its second highest payroll in history.

The value of all manufactured products totaled \$1,855,600,000, or 2.9 per cent more than in 1952.

New building projects, road work and the turnpike combined to increase the total amount from \$110,979,000 in 1952 to \$163,050,000 in 1953. This included a 7 per cent increase in building permits in the cities, where contracts totaled \$44,764,000.

Two new power plants constructed by Appalachian Power Company and the Monongahela Power Company pushed the electric output to a record 12,825,506,000 kilowatt hours.

Crude petroleum production reached the highest level since 1944 and a 15.2 per cent increase over the 1952 mark. Some 2,975,000 barrels were produced this year, compared with 2,582,000 last year.

The pulse of the State's economy could be felt by the large amount of money circulating through West Virginia's banks. Banks' debits were up 5.2 per cent from \$7,725,000 in 1952 to \$8,123,000 in 1953.

Virginia—Facts and figures regarding Virginia's industrial progress in 1953 have not reached us in time to be included in this summary.

From our own knowledge of the situation, based on the monthly recording of industrial activity in the "Business Trends Department" of MANUFACTURERS RECORD, we can say that in all but two categories Virginia's economy recorded gains during 1953. While farming and mining show a slackening of activity, the construction industry, general manufacturing, wholesale and retail trade, etc., all show gains over the previous year. This is resulting from the progressive program undertaken by the state to balance its raw material industries with others designed to bring processing and manufacturing to completeness.

As is general for a great majority of our states, the outlook is bright for continued progress and increased industrial activity in 1954.

Business Watches Agriculture

By Caldwell R. Walker
Editor, Business Trends

A SOUTHERN banker stated recently that business men of all types and industries are today expressing growing interest in the financial welfare of farmers and farming operations.

It comes as no surprise that certain elements of business are concerned with the prosperity of farmers, for their interests are mutually enwrapped with those of the farmer. These elements, as is obvious, are those that sell directly to the farmer, extend him credit lasting sometimes for a period of years, and depend upon his financial situation as an outlet for the products they have to sell.

But to realize that businessmen in general have come to feel an interest in agriculture is to realize that today's businessmen have greatly widened the scope of their economic vision over that of previous generations.

And, there are good grounds for so doing. For farming, despite its declining supremacy in total economy, still ranks high as an income producer, and goes a long way toward deciding whether prosperity or depression is to be the order of the day.

This is especially true in the South, more so than in the rest of the United States. In the country as a whole, agriculture accounts for less than 7 per cent of income derived from private enterprise; in the South the ratio is nearer 10 per cent.

So it is that farm prosperity, important as it is in all sections of the country, means more in the South than in other regions.

To understand the relationship of farm prosperity to that of the entire economy necessitates an understanding of a basic difference between agricultural marketing and that of other economic sectors.

Despite the advent of government support and regulation, farming today still perhaps represents the nearest thing to free trade that is available to the business world.

In and of itself, farming is not an industry that permits much price fixing. Even as supported and regulated today, the agriculturist still finds it practically impossible to do any price fixing himself, but is compelled to take for his products the best prices offered in the open market.

Meantime, while he is trading thusly, all sorts of things can happen to other commodities for which he himself is a prime customer.

Curtailed production and storage to await better prices are not practices that can be applied to livestock and perishables as they can be applied to radios, tractors and similar commodities.

It may be that Mr. Farmer is not too unfortunate in that he cannot speculate widely and wildly sometimes in his own production. Over the long pull operations such as these have been known to result

disastrously, and become a chief cause of widespread financial failure.

Nevertheless, over the short term, the agriculturist can easily find himself at a decided disadvantage because of inability in this direction.

Over the long pull, say over the past half century, the farmer in the United States has not fared too badly in comparison with other enterprise.

Just how much of this is due to the virtue of free trade cannot be rightly said, since government control has largely obscured the true effects of agricultural marketing procedures.

Nevertheless, the purpose here is not to weigh the merits of price controls but to evaluate the importance of farmer participation in regional economy, and to appraise the current vantagepoint of agriculture with relation to other economic components.

In this connection, at least one generalized statement is possible: High prosperity in the United States has always started out with the farm industry at the top of the heap; and conversely, depression has usually seen farming at the bottom of the pile.

Which is the hen, and which the egg is an unanswered question.

By the "top" or "bottom" is meant the farmer's relative ability to buy the products of other industry, in other words, "purchasing power."

Now, farmer purchasing power can be effected and affected in two ways. By the first method the farmer can make more

or less gross income, depending upon the level of prices he can get for his products.

By the second method, his purchasing status changes with the level of prices he has to pay for the products of other industries such as clothing, machinery, fertilizer, etc., and also labor.

Of course, as everybody knows by now, the relationship between these two price levels is known as "parity." When the farmer's receiving prices are below the level of his paying prices his purchasing status is below par. When he sells on a higher inflationary plane than other industries he is above par.

Right now he is below par, and has been since the latter part of 1952.

Prior to that he had been enjoying a status somewhat above parity ever since 1941, except for a brief spell around the early part of 1950, just before the fighting started in Korea.

Before 1941, the farmer was in a tight spot all the way back to 1920, even though the country as a whole went through a period of high prosperity during most of the 'twenties.

For this reason, many observers feel some qualms as they see farmer income dropping down and away from the general level of other industries, wondering perhaps if such falling away may portend serious difficulty for the economic universe at some time in the future.

There is one reassuring point. Up to this time the drop has not been great, and has not seriously affected the farmer's ability to buy and to pay. No farms are going under the mortgage hammer, and farmers in general are enjoying relative prosperity.

It is not, on the other hand, a development that can be viewed with complete equanimity. It stirs the nerves of the business community to see purchasing power of any variety decline.



"Look at it this way - you're in excellent shape for a man of sixty-five. Forget the fact that you're only forty-three"

Big New Chemical Plant Investments Assured In South During 1954

By Sidney Fish
Industrial Analyst

CONTINUED heavy investments in chemical plants in the South during 1954 can now be regarded as a certainty. Chemical investments in the United States as a whole in 1954 will be only a little less than the record \$1.6 billion invested by chemical producers in 1953. That total was 25 per cent more than the total for 1952.

Since about one-half of all chemical expansion in recent years has been located in Southern states, it is clear that several hundred millions of dollars of new plant investments will be placed by chemical producers in the South this year.

Since 1951, Department of Commerce officials estimate that \$3 billion of plant expansion for the chemical industry has taken place, under the stimulus of certificates of necessity granting accelerated amortization for tax purposes. Each week, several new applications for certificates are received by the government.

The fact that chemical production has slowed down a little and excess capacity has developed in certain products is not halting the over-all investment program. For other incentives than immediate gains in capacity still remain. In many cases, the construction program is part of a long-range goal set by the government under its defense planning. But more important than that, dozens of new products are constantly being developed by the chemical industry as part of its big research and development program, requiring new plants and equipment. These new products, in turn, set up increased requirements for basic chemicals.

Another important factor in the continuation of investments in chemicals is the need to reduce costs of production. Older plants, that cannot be modernized at low cost, must be replaced by new efficient plants, if the individual companies are to remain competitive. When the question arises as to the location of the new facilities, which are to replace old plants, a Southern location is usually given favorable consideration, because of a variety of factors—plentiful raw materials, cheap power, a good supply of labor, plenty of water for processing, and flexible regulations covering the effluent waste materials.

For the third consecutive year, chemical investments are scheduled to go above the billion-dollar mark. The new or enlarged plants are in virtually every Southern state—Texas, Louisiana, Mississippi, Alabama, Florida, Georgia, The Carolinas, Virginia, Tennessee, Kentucky, West Virginia and Oklahoma, as well as

in other areas. In each of these states, a group of aggressive chemical producers is now located. All are carrying on research and development projects which are resulting in the creation of literally hundreds of new products each year.

The investments scheduled for 1954 are estimated at about double the 1950 rate of spending for chemical plants, which totaled about \$770 million. While it appears right now that spending will be a little below the 1953 level, the trend in recent years has been for spending in the latter months of each year to make a better showing than was anticipated earlier in the year. In part, this trend may result from the unwillingness of manufacturers to "show their hand" to competitors until the new plans are nearing completion.

A slight downturn is noted in investments in new basic or heavy chemical plants. Most producers feel that the indicated supply of such chemicals is more than enough to meet the nearby demand. But there are still certain states which are short of basic capacity, and the high freight costs make it unprofitable to ship such chemicals for long hauls.

Unless company earnings drop sharply—and this is not anticipated—chemical companies should be in better shape to finance new construction without resorting to new financing. The big expansion program of the last three years, carried out under certificates of necessity, has doubled charges for depreciation and amortization at certain companies, for the new plants can be written off for tax purposes at the accelerated rate of 20 per cent a year. Hence, depreciation charges, while reducing reported earnings, are creating a big reserve for new investments.

On top of that, the ending of the corporation excess profits tax on Jan. 11, 1954, and the possible reduction in the normal corporation income tax from the present 52 per cent level, on April 1, 1954 will make new funds available for investment. The regular corporation tax is scheduled to go down from 52 per cent to the former lower rate on April 1, but high Treasury officials have indicated that they will oppose such automatic reduction of the tax, because the loss of revenue would further unbalance the budget. But many economists and business leaders feel that the cut should go through on schedule to help stimulate private spending. And Congress may elect to disregard the Administration's recommendation—if it is made.

One significant trend that appears to be shaping up is the spending of a larger proportion of next year's funds for modernization of old plants, rather than purely for increased capacity. Increased competition in many lines is making management more alert to discover ways in which manufacturing costs can be reduced through new machinery, etc., so that the margin of profit will be preserved even if wages are increased again in 1955. Since competition is making it extremely difficult to pass higher costs along to the consumer, industry during the last year or two has been absorbing a larger share of new wage costs, and has been holding prices down.

In many companies, over 50 per cent of total new investments is being devoted to the modernization of facilities.

The trend towards increased competition is also stimulating chemical companies to maintain research activities at a record pace. It is estimated that the industry is currently putting \$300 million annually into research. Out of the laboratories is coming a host of new chemical products, which require new plants as they leave the laboratory and enter the production phase. Some of the new products are in the field of consumer products, which means a sharp increase in value added by the manufacturer, as these consumer products are usually higher priced than basic chemicals. Such new finished, consumer products, like orlon and dacon, add substantially to the purchasing power of Southern communities.

An illustration of the type of development that is necessitating new plant construction is the rapid increase in use of plastic pipe for dozens of applications on the farm and in industry. Alpha Plastics, for example, has produced a pipe made from polyvinyl chloride resin plastic. The latter chemical is produced by B. F. Goodrich Chemical Co. It is said to be five times lighter than steel pipe but its chief advantage is its resistance to corrosion. Thus the chemical industry, which has been a large consumer of stainless steel and other corrosion resistant chemicals, is in a fair way to reduce its own reliance on the steel industry for corrosion resistant pipe. The plastic pipe is said to cost only one-fourth the cost of stainless steel.

The outlook for plastic pipe appears to be so bright that several steel companies have been watching this development closely. One major steel company is already producing plastic pipe.

To date, the Government has granted over 1,000 separate certificates of necessity for chemical plants. As a result, marked progress has been recorded in meeting the capacity goals set up by the Government. The expansion goal in plastics, calling for an expansion in the industry's capacity to a total capacity of 4,646 million pounds by 1955, had been met to the extent of 67.7 per cent of the total up to the third quarter of 1953, indicating that considerable construction remains to be accomplished. The output in 1951 was only 2,126 million pounds.

In organic chemicals, capacity has been increased by 25 per cent between Jan. 1,

1951 and June 15, 1953. But by 1955, capacity will be 150 per cent of the level before June 1950. Some of the organic goals, however, have already been exceeded.

By 1955, capacity for making inorganic chemicals will have been increased by about 40 per cent compared with 1950, which would merely represent a continuation over the average annual gain during the previous ten years. The ammonia goal has already been more than met, but phosphate capacity is still 13 per cent short of the goal. In soda ash, a gain of 12 per cent in capacity is indicated.

In rubber, the Government calculates that there may be some overexpansion by 1955. But industry sources question that appraisal, in view of the steady growth of the market for tires and for other rubber products. Tire producers estimate that by 1958 or 1960, the world supply of synthetic and natural rubber will be considerably short of the demand, unless there is construction of new capacity.

The importance of these expansion goals rests in the fact that until they are achieved, the Government will issue certificates of necessity calling for accelerated amortization at the rate of 20 per cent a year. Such tax incentives usually stimulate construction.

To the South, the nation's chemical growth is of vital importance, because the South has been getting about one-half of all chemical investments under the defense expansion program. The South is not only growing by attracting new plants, but by expanding old ones.

Scientific developments are being actively carried on in hundreds of Southern chemical laboratories. The South has about 11,000 chemists, and the number is increasing each year, as Southern technical schools graduate new engineers. Among chemicals in which the South is now the national leader are fertilizers, vegetable oils, naval stores, synthetic textiles, petrochemicals, plastics and synthetic rubber, as well as many other products.

The South can estimate roughly that if \$1 billion to \$1.5 billion is invested next year in new chemical plants, that the South's share will be at least \$500 million to \$750,000,000. For example, Allied Chemical has announced that it is making a major expansion in its General Chemical Division's facilities for producing refrigerants at the Baton Rouge works. The big expansion in air-conditioning and refrigeration is expanding the market for refrigerants such as organic fluorine chemicals. General Chemical's program calls for tripling its capacity by the early months of this year.

A new \$17 million fertilizer plant, known as Chillicothe Chemical Mfg. Co., is to be built in Hardeman County, Texas.

Similarly Carbide & Carbon Chemicals new Texas City plant is adding 60 million pounds additional capacity of polyethylene and two other plants will add 120 million pounds more.

The increasing concern in Washington over the vulnerability of American plants to atomic attack is certain to place even greater emphasis on Southern locations in the future. The speed with which Gen-

eral Motors' vital hydromatic plant was destroyed at Livonia, Mich., in a fire last August, has demonstrated the danger of having single sources of supply for critical materials and components. The South is the safest area in the country from air attack, because it is hardest to reach for bombers based in Central Europe and Asia. It also offers big areas in which industry can decentralize from the North.

Dickey Opens New Plant At Meridian, Mississippi

Mississippi's first clay products plant was officially placed in operation on Friday, December 18, with appropriate dedication ceremonies. Located at 5721 First Street, Meridian, it is operated by the W. S. Dickey Clay Manufacturing Company, a pioneer in the production of clay sewer pipes and other clay products. It is said to be the finest and most modern manufacturing plant of its type in the nation. This most recent addition to the state's growing industrial life was constructed at a cost of \$2,600,000.

The clay sewer pipe produced at the new plant will be unexcelled in many ways: It will be longer, straighter, rounder, and stronger because of the new methods and new machinery being used. The 4-, 6- and 8-inch pipe is made on horizontal machines, the newest development in pipe extrusion.

The larger diameter pipe (10 to 36 inches) is also processed almost completely automatically. New type hydraulic presses form this pipe at 600 pounds per square inch, giving the prod-

uct an extremely dense body and greater strength. Pipe of this size is commonly specified for municipal and industrial sewers. Dickey's new plant will also produce vitrified wall coping, flue lining, drain tile, filter-bed blocks, septic tanks and flashing blocks.

The big plant has ten periodic (beehive) kilns and one continuous tunnel kiln. It has an estimated annual production capacity of 36,000 tons, with provisions for future expansion. The yearly payroll will exceed \$300,000 for about 150 employees.

With the added production afforded by this new plant, Dickey will be able to efficiently supply the increasing demands for vitrified clay sewer pipe with promptness and high quality. Meridian brings the number of Dickey plants to six. Dickey plants have been producing at capacity at Pittsburg, Kansas; Texarkana, Texas-Arkansas; Birmingham, Alabama; San Antonio, Texas; and Chattanooga, Tennessee.

Dickey is one of the largest producers of clay sewer pipe in the nation. Its annual production is over 220,000 tons (approximately 12% of the national output). The company now expects to surpass the 22½ million feet (4,261 miles) of clay pipe it produced last year. Placed end to end, this output would reach from Meridian, Mississippi to Miami, Florida . . . from Miami to New York . . . from New York to Chicago . . . and almost all the way back to Meridian from Chicago.

With the Meridian plant now in full operation, Dickey will be able to contribute even more to the industrial expansion taking place in the New South.



"Mr. Wilks went out to lunch"



PORT ACTIVITY

ALABAMA

Record Month—Alabama State Docks and Terminals reported that 560,475 tons of traffic were handled in October, the most for any month on record. Incoming shipments continued to account for the major portion of traffic (88 per cent) with outbound tonnage somewhat below a year ago.

Inbound traffic amounted to a record 492,121 tons, 42 per cent more than a year ago. As usual, the biggest portion of the inbound shipments (71 per cent) was products of mines, with 28 per cent manufactures and miscellaneous products and fractional percentages products of forests and of agriculture. Most of the large gain over the year was in the manufacture and miscellaneous products category, which included 139,494 tons of shipping in October as compared with only 2,247 tons a year earlier. In the first ten months of 1953, shipments of manufactures and miscellaneous prod-

ucts totaled 777,549 tons, over 12 times the corresponding 1952 figure.

Outbound traffic amounted to 68,354 tons in October, 3 per cent less than a year ago. Outbound manufactures and miscellaneous products have also shown a sizable gain over 1952 during the year, but declines in the other categories dropped total outgoing shipments for the January-October period 8 per cent below a year ago. In October 64 per cent of the outbound tonnage was manufactures and miscellaneous products, while 22 per cent was products of mines and 14 per cent products of forests.

LOUISIANA

New Orleans

Foreign Transportation and Port Operation Institute Announced—The fifth annual Institute on Foreign Transportation and Port Operations will be held

March 22-26, according to an announcement from Tulane University.

Designed as a practical training course on foreign transportation for young executives in the export-import field, the Institute serves as an aid to existing training programs in foreign trade operations which the maritime and allied industries have underway.

It is conducted each year by the school of business administration at Tulane in cooperation with 17 organizations and the railroad and steamship lines serving the Gulf area.

Dr. Marvin L. Fair, professor of economics and transportation, is director.

Subjects to be covered include steamship traffic, rates and operations; marking and packing for export; tanker, foreign trade zone, waterfront terminal and port operations; warehousing; customs procedures; maritime labor problems; routing to port; waterfront delivery; overseas problems; special problems of enrollees; forwarding services; stevedoring; banking.

In addition, field trips have been arranged as a supplement to lectures, discussions and demonstrations in order that registrants may observe at first hand the operations of the maritime industry at the Port of New Orleans.

Members of the Institute planning committee are: Lewis I. Bourgeois, director of commerce, Board of Commissioners, Port of New Orleans; Charles D. Bradley, district traffic manager, Waterman Steamship Corporation; J. Lucian Gilbert, traffic manager, National Gypsum Company; L. O. Guerin, manager of public relations and advertising, Lykes Brothers Steamship Company, Inc.; A. E. Hegewisch, a past president of International House; Harry X. Kelly, president, Mississippi Shipping Company, Inc.; Louis A. Schwartz, manager, New Orleans Traffic and Transportation Bureau; T. R. Spedden, president, T. R. Spedden and Company; O. Charles Stein, freight traffic manager, New Orleans division, Illinois Central Railroad; and David H. Waldradt, manager, traffic development department, Alcoa Steamship Company, Inc.

Trade Zone Selected for Distribution Experiment—The New Orleans Foreign Trade Zone has been selected by Sears, Roebuck and Company for a large-scale experiment in import distribution, according to a recent announcement by U. S. Department of Commerce officials.

At Savannah State Docks



Shown here after taking on cargo at the Savannah State Docks of the Georgia Ports Authority is the *Badger Mariner*, the longest cargo vessel ever to enter the port of Savannah. Operated by the South Atlantic Steamship Line, Inc., of Savannah for the Maritime Administration.

The plan of Sears, Roebuck and Company, as explained by the Department of Commerce, will be to bring large shipments of imported manufactured goods to New Orleans for distribution to various destinations in Latin America and in the United States.

Port Takes Lead in Export of Cotton, Corn and Flour—New Orleans ranked as first port in the nation during the first six months of 1953 in the export of corn, wheat flour and cotton, according to a recent announcement by E. H. Lockenberg, general manager of the port.

Corn exports from New Orleans were up 85 per cent over the comparable 1952 period, while wheat flour was down 4 per cent and cotton dropped off 34 per cent.

The declines in these products, Lockenberg said, were even greater at other major ports.

During 1953, New Orleans has moved from second place to first rank in flour and cotton exports, passing Baltimore in flour and Galveston in raw cotton.

New Orleans remained second port in exporting of agricultural machinery, and rose from third to second place in brick and tile.

New Orleans also moved to third place this year in the export of sulphur with the total for the first six months 69 per cent greater than the first half of 1952. Mr. Lockenberg said all other ports showed declines in sulphur exports.

Dedication of Elevator Addition Doubles Port's Grain Facilities—Unveiling of a bronze plaque and the unloading of a grain-filled railroad car marked the dedication November 30 of the new \$7 million Public Grain Elevator addition.

Harry S. Hardin, Sr., principal speaker at the ceremony which was attended by Gov. Robert F. Kennon and other dignitaries, hailed the elevator addition as

"open and available as a facility for New Orleans, the Mississippi Valley, the United States, and our good neighbors all over the world with equal services to all."

The new facility for unloading and loading of grain represented the largest single contract ever let by the Board of Port Commissioners. The recently completed structure contains 81 large storage bins, 8 new 150,000 pound hopper scales, 8 new 30,000 bushels per hour legs, six of which will be used as shipper legs and 2 as receiving legs, and 2 transfer belts to carry grain between the new elevator and the old one.

Mr. Hardin said that the new elevator doubles binnage capacity and capacities for receiving grain from rail cars and barges.

"The port is now in a position to meet the ever-increasing needs of fast-growing trade through New Orleans," he said.

As the first speaker, Gov. Kennon said there was no need for him to give statistics regarding the amazing growth of the port; that unlike the multiplication table, such statistics did not remain constant.

Mayor deLesseps S. Morrison pointed out that the new facility will bring 30 more vessels a month to the port. Citing port statistics, the Mayor pointed out that this will result in about \$36 million a year more being spent in New Orleans.

MARYLAND

Baltimore

Superport Hub Forecast — Developments under way and planned indicate that Baltimore will be the hub of a great superport on Chesapeake Bay and its tributaries, according to Harry A. Boswell, Jr.

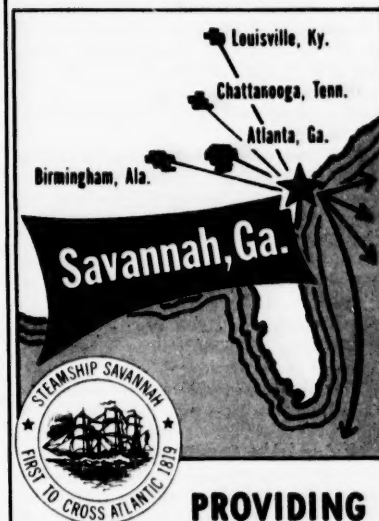
(Continued on page 50)

Ingalls Admires New Model



Robert I. Ingalls, Jr., chairman of the Ingalls Shipbuilding Corp., studies the new model of the Joseph H. Thompson, longest (714 feet) ship on the Great Lakes, which Ingalls' Pascagoula, Miss., shipyard helped convert from the Marine Robin, famous wartime transport.

NEW SAVANNAH STATE DOCKS



**PROVIDING
FASTER HANDLING
LOWER COST
INDUSTRIAL SITES**



Fully-equipped for economical, fast, safe handling of imports and exports, the Savannah State Docks have many advantages. Included are the latest cargo handling devices, shipside railroad trackage, modern fumigating plant, unobstructed transit sheds with excellent truck-loading facilities. First-class industrial tracts adjoin the docks, which are served by five railroads and 26 truck lines.

WRITE TODAY FOR FURTHER INFORMATION

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PORT ACTIVITY

(Continued from page 49)

Mr. Boswell, of Mount Rainer, predicted that a great industrial-commercial-port section would develop in the area between Baltimore and Washington and from the shores of the bay to Frederick.

Speaking at the fifteenth annual convention of the Maryland Real Estate Association, meeting in the Lord Baltimore Hotel, he said this area would become the new "industrial heart of the Atlantic seaboard," and he said the complex of harbor facilities should be named "Port of Chesapeake."

Rich Potential Possibilities — Noting the pace of decentralization of industry, commerce and housing, Mr. Boswell, retiring president of the Maryland Real Estate Association, said: "Long range planning must be pursued with all possible vigor and intelligence. Few sections of America have grown as fast as this region, and none have as rich potential possibilities, backed up by a wealthy, growing trade territory."

"Industries have been moving out of New England for years. The Southeast and Southwest have grown at a tremendous rate. It is logical that the midway point between these two sections of the nation should see continuing growth."

Free Time Extended — Free time for motorborne cargo at railroad piers in the Port of Baltimore will be extended from two days to five days, effective January 11, it was announced recently by the four railroads serving this port. It was also stated that this extended free time will apply to local rail switch traffic as soon as the necessary tariff changes can be effected.

The action applies at the piers of the Baltimore and Ohio, Canton, Pennsylvania and Western Maryland Railroads.

While waterfront conditions at Baltimore differ sharply from those at Philadelphia, the railroads here voluntarily extended the time so that Baltimore will have the same free period for truck traffic as is being established at Philadelphia.

Ship Calls Here Increase — Vessel arrivals at the Port of Baltimore in November as reported by the Maritime Exchange totaled 376, up twelve over October, but 22 below the number of ships calling here in November, 1952.

Of the total arrivals last month, 165 were American flag ships, while 211 were of foreign registry. Included in the latter were 45 Norwegian, 20 British, 17 Danish, 14 Italian, 13 Dutch, 13 Swedish, 12 Greek, 12 Japanese, 12 Panamanian, 9 Honduran, 5 French, 5 German, 5 Liberian, 4 Belgian, 4 Spanish, 4 Venezuelan, 3 Israeli, 2 Brazilian, 2 Canadian, 2 Swiss, 1 Chilean, 1 Colombian, 1 Finnish, 1 Irish, 1 Philippine, 1 Portuguese, 1 South African and 1 Yugoslavian.

Vessels arrivals at Baltimore during the 11 months of 1953 were 200 ahead of last year, according to records of the

Exchange. The totals for the two periods are as follows: January-November, 1953 — 4,436 vessels; January-November, 1952 — 4,236 vessels.

NORTH CAROLINA

SPA Chooses Marr Port Director — North Carolina swapped a retired colonel of U. S. Army Engineers for a retired colonel of infantry today as director of its developing multi-million dollar ports facilities at Wilmington and Morehead City.

According to an article in the Greensboro, N. C., *Daily News*, the State Ports Authority gave the job from which Col. George Gillette resigned months ago to Col. Richard Searl Marr, 52 years old and just out of active duty with the Army.

The new ports director, who was deputy commander of the United States mission to Iran from 1947 to 1950, was quickly elected at a meeting of the six-member state authority called especially for the purpose.

He will take over the position calling for building up commerce through the new state ports at a salary of \$12,000 a year, a reduction from the \$13,349 paid Col. Gillette, who built the port facilities during four years of the Kerr Scott administration.

Marr's experience most likely to serve him in good stead as ports director was the operation of a port during the invasion of Normandy in World War II. He had Army staff responsibilities with duties of supervising supply, maintenance, transportation and housing during training and in preparation of the 4th Infantry Division for the Utah Beach assault from English bases.

Later he was chief of staff of the division, directing staff operations, administration and troop activities in combat. Marr's contacts acquired during Army days with commercial shipping officials and the government are expected to be helpful.

SOUTH CAROLINA

Charleston

Custom Receipts — Custom receipts for November of \$188,847 brought collections for the fiscal year to date to \$1,130,124, an increase of some \$130,000 over the same five-month period last fiscal year, G. F. Doscher, Jr., Charleston Collector, has announced.

New Terminal Facilities — Lowther Trucking Co., of Charlotte, N. C., has set up terminal facilities at the port of Charleston. Located at the foot of Hasell St., the terminal has 10,000 sq. ft. storage space. Daily direct service is offered to Charlotte and other North Carolina points. The company has flat trailers

available for suitable import cargo as well as regular trucks and vans.

Shipyard River Terminals Building New Warehouse — Shipyard River Terminals is increasing storage facilities for the handling of bulk nitrogen materials by the addition of a new 30 million pound capacity warehouse.

The new warehouse, scheduled to be completed and in operation by the first of the year, will increase total warehouse capacity of the terminal to about 60,000 tons.

It will be equipped with the latest type and most efficient belt conveyors and bagging and loading machinery for handling bulk fertilizer materials with dispatch.

New Customs Office at North Charleston — Growth in shipping and import cargo handled at the South Carolina State Ports Authority's huge North Charleston terminals, has resulted in the recent expansion of the U. S. Customs Service into a full-time branch office at the terminals.

Three Customs Inspectors are now stationed at the branch office to give on-the-spot service to the flow of foreign trade from all parts of the world into the terminals.

A U. S. Customs bonded warehouse is also located at the terminals.

Means Predicts Continued Growth — The 1954 outlook for ocean shipping through South Carolina's seaports is favorable for continued active growth and progress in port business, according to Cotesworth P. Means, chairman of the South Carolina State Ports Authority.

In a year-end summary of harbor highlights and a forecast for the year ahead, as reported in the Charleston, S. C., *News & Courier*, Mr. Means said:

"A busy and successful year has been concluded. I am definitely optimistic for 1954. It's going to be a highly competitive year in shipping as in other business. But that should present both challenge and opportunity for Charleston. Ships will be looking harder than ever for cargoes to transport and shippers will be looking for the most economical way to ship their cargoes."

"Since the port of Charleston is geared to give the maximum of port services at minimum cost, I think we should fare well in the bid for business."

TEXAS

Houston

Review & Outlook — As 1954 dawned, the Port of Houston looked back on a year of achievement and forward to a year in which greater emphasis will be placed on a campaign to attract more world trade.

While accurate figures were not yet available, it was apparent, at year's end,

PORT ACTIVITY

that 1953 tonnage will compare favorably with the banner year of 1952 when Houston, for the fifth consecutive year, took rank as the nation's second port; second only to New York.

In 1952, the port's total commerce was 45,497,931 tons with a dollar value of \$2,103,918,793 . . . the first time that the value of a year's business has surpassed the two billion mark. During the first 10 months of 1953 (latest available figures) the port's commerce was keeping pace with 1952.

But port officials are not smug about these figures or the fact that 1953 was another excellent year. They realize that the port must keep forging ahead and they believe that 1954 will witness the development of more foreign trade, notably with Latin America.

Here, there is considerable room for expansion, as shown by the fact that Houston's foreign trade, in 1952, was 7,900,000 tons as compared with 10,600,000 tons handled at New Orleans. Yet the total tonnage at New Orleans in 1952 was only 39,456,656, or 7,150,523 tons less than Houston. Houston's foreign trade, however, has gained considerably in the past few years. Export-import commerce jumped from 5,818,000 tons in 1950 to 6,732,000 tons in 1951, and the new high in excess of 7,000,000 tons was established during 1952.

The personal contact work of the port's new international relations department will be supplemental to an intensive publicity and promotional campaign already underway internationally and to the work of the Houston Port Bureau, which maintains offices in Kansas City and New York for cargo solicitation and to protect the Port of Houston in the matter of freight rates.

So much for looking ahead.

Looking back into 1953, the Houston-Harris County Navigation District spent substantial sums on improvements to better serve shippers.

Capacity for rail cars was increased with a new 95-car yard behind Wharf 9, a 170-car addition to the North Yard and a 95-car addition to the Federal Road Yard. Several lead tracks were re-arranged to take care of the new capacity.

The project to deepen the channel to 36 feet is nearing completion.

To expedite the movement of freight in the Port's North Yard, which now has a capacity of 1,920 cars, complete flood-lighting was installed; rip tracks were laid at the southwest end and a yardmaster's observation tower was erected. These improvements provided efficient "round the clock" transit.

In September, the port's executive offices were moved to a newly completed two-story, air conditioned building in downtown Houston.

Most of the port's improvements, including the new office building, were paid for out of port earnings.

One of the dramatic highlights of 1953 was the movement through the Port of Houston of Texas cotton en route to aid in Korean recovery.

In 1953, a major step to provide safer navigation on the Ship Channel was taken; opening of the Baytown-LaPorte vehicular tunnel which eliminates auto ferries previously operated across the channel at Morgan's Point.

And planning continues. A wider channel 40 feet deep and another large turning basin are being discussed for the future, together with additional physical facilities—all designed to keep the Port of Houston in the forefront of port growth.

VIRGINIA

Norfolk

Big Crane to Build Port's Heavy Cargo—The Port of Norfolk is launching a campaign to attract a sizable increase in its movement of heavy cargo, such as locomotives, draglines, giant land cranes, dynamos and hundreds of other weighty items which can be handled only by huge heavy lift equipment.

A private firm, Merritt-Chapman and Scott, has shifted its floating crane, the Century, from New York to the Port of Norfolk. William B. Thompson, M-C and S official, reports that the big crane can lift 90 tons, and observes, "She makes every pier in the harbor a heavy loading pier."

The Century's buff-and-black A-frame and giant boom extend high above the two-story superstructure which houses the powerful hoisting engines, control tower and crew's quarters. The hull below is fully-stocked with marine salvage tools and equipment—from divers' helmets to great pumps which can throw ten tons of water a minute from the hold of a wrecked vessel.

Port observers expect the services offered by the new heavy floating crane to result in a substantial increase in Port business. William H. Lauder is Merritt-Chapman and Scott's local manager, with offices in the Board of Trade Building.

New Firms to Operate "Army Base"—Stevenson and Young, Inc., has been awarded government contracts for the stevedoring and terminal operations at Norfolk Terminals, the federal Maritime Administration's sprawling facility at the Port of Norfolk, better-known locally as the "Army Base."

In addition, Charles G. Wayne, general manager of the newly-formed Norfolk Terminal Company, has reported that his firm has been awarded an Army contract for the clerking, checking and documentation functions of the operation.

While controlled by the Maritime Administration, the Army Base allots varying amounts of berthing space and considerable warehousing area to commercial civilian cargoes.

Norfolk Major Pineapple Distribution Point—The Port of Norfolk has become the major eastern distribution point for shipments of Del Monte canned pineapple products.

Over a million dollar's worth of the Hawaiian and Philippine Islands fruit, packed in the islands and shipped directly into Norfolk by ocean freighter, is stored at the quarter-mile long California Packing Sales warehouses lying adjacent to the Port of Norfolk's modern Pier N, the world's largest single-deck merchandise pier.

The pineapple moves south, west and north from Norfolk by rail and by truck to points as distant as Nebraska and Michigan. Edwin M. Hall, Jr., general manager of the Del Monte operation, reports that the only larger distribution point is a west coast facility that supplies the western part of the country.



J. W. Wood, E. O. Jewell, and G. A. Foote of the Norfolk Port Authority join E. M. Hall, Jr. of the Del Monte firm in tour of stocking operation at the Port.

SOUTHERNERS AT WORK

R. S. Dickson & Co. Names J. Murray Atkins, President

Announcement was made by R. S. Dickson, Chairman of the Board, of the resignation on January 1, 1954, of R. A. Bigger as President of R. S. Dickson & Company and election of J. Murray Atkins to the position of President. Mr. Bigger will continue as a member of the Board of Directors and as President of The Ruddick Corporation, a subsidiary, but will retire from active participation in the affairs of R. S. Dickson & Company. He has served as President of the Company since 1945 and previously directed the New York operations of the Company as Vice President. During his term as President, the Company's net worth, according to Mr. Dickson, increased from two million dollars to approximately four million dollars.

Mr. Atkins was elevated from the position of Vice President and has been associated with the Company since 1935. Prior to that time he was for several years connected with the Trust Department of the Irving Trust Company, New York. He received his A. B. degree from Duke University, after which he attended Harvard Law School and the Columbia School of Business.

Announcement was made at the same time of the election of Logan V. Pratt as Vice President in charge of municipal operations in the Southern offices of the Company. Mr. Pratt has been associated with the Company since 1934, more recently as Assistant Vice President.

R. S. Dickson & Company has its principal offices in Charlotte, N. C., and operates other offices in New York, Chicago, Atlanta, Richmond, Raleigh, and Greenville, S. C.

Central of Georgia Names Vice President, Director

W. McN. Knapp, Vice President in charge of traffic for the Central of Georgia Railway, Savannah, Ga., will retire January 1. He will be succeeded by Hubert M. Croghan who is presently serving as Assistant Freight Traffic Manager.

Mr. Knapp has headed the Traffic Department of the Railway for more than 21 years of his nearly 50 years of service. Prior to that time, for three years, he was connected with the Clyde Line and the New York & Texas Steamship Co. He began work with the Central as Secretary at Savannah, Ga., to the late C. T. Airey, September 1, 1904. He advanced through various grades in the Traffic Department and on January 1, 1920, was promoted to Assistant General Freight Agent. A year later he was made General Freight Agent. On January 15, 1929, he was promoted to Assistant Freight Traffic Manager, and on March 20, 1930, to Freight Traffic Manager.

His election to head up the Traffic Department came July 1, 1932, when he was chosen Traffic Manager. His title was changed to Chief Traffic Officer January 1, 1937, and on April 10, 1945, the Company's Board of Directors elected him Vice President in charge of traffic, the title he now holds.

Mr. Croghan, following education in the public schools, began his railroad career as a youth of 17, serving as office



Hubert M. Croghan

boy for the Division Freight Agent's office in his native city of Savannah, Ga., April 16, 1924. His next assignment was Clerk in the General Freight office at Savannah. Thereafter he rose through various clerical grades, including Assistant Commerce Clerk in 1935 and Chief Commerce Clerk in 1941.

Four years later, on September 1, 1945, the new Vice President was promoted to Commerce Agent, a post he held until he became Assistant General Freight Agent, January 1, 1950. He was advanced to General Freight Agent December 1, 1951, and to Assistant Freight Traffic Manager, June 16 of this year, the assignment he now holds.

James M. Barry, of Birmingham, Ala., is the new member of the Board of Directors, Central of Georgia Railway, Savannah, Ga.

Mr. Barry is Chairman of the Executive Committee of The Southern Company, a position he has held since August 1952. A native of San Francisco, Calif., and a graduate of the University of California, he began his career as Electrical Engineer with the Pacific Gas and Electric Co., Sacramento, Calif. He later became associated with the Northwestern Electric Company at Portland, Ore., and in 1914 became Chief of the Department of Electricity of the City of San Francisco.

He joined Great Western Power Company, San Francisco, as Electrical Engineer in 1917, and the following year made his connection with Alabama Power Company as Manager of one of its local operations. He became Vice President in charge of operations in 1925, and in 1927 was named Vice President and General Manager. He was elected President of the Alabama Power Company in 1949 and held that position until he resigned in 1952 to accept his present position.

Atlantic Steel Advances O'Neill to Top Sales Post

R. E. O'Neill has been appointed general manager of sales for Atlantic Steel Company, Atlanta, it was announced recently by Howard B. Johnson, vice president in charge of sales.

At the same time, R. H. Prater was named traffic manager for the company.

O'Neill has been with Atlantic Steel Company since 1933. Starting in the rod mill warehouse, he then served in various capacities in the employment, timekeeping, shipping and order departments.

After a four year tour of duty in the States and North Africa with the Air Force during World War II, he returned and became manager of the company's order department.

In 1949, O'Neill joined the sales department, and was made manager of the rolled products division in the same year. In 1952, he became assistant general manager of sales.

Prater attended the University of Georgia, and entered the U. S. Army in 1943. After serving three years in the Pacific Theatre, he received his discharge and joined Atlantic Steel Company. In 1951, he became assistant traffic manager.

Prater is first vice president of the University of Georgia Chapter of Delta Nu Alpha national transportation fraternity. He also is a member of the Transportation Club of Atlanta and is on the Iron and Steel Committee of the Southeast Shippers Advisory Board.

Molony Elected President Of New Orleans Chamber

Lawrence A. Molony, Sr., attorney and civic leader, was elected president of the Chamber of Commerce of the New Orleans Area early in December at a meeting of the organization's Board of Directors.

He succeeds Isidore Newman II, president of Maison Blanche Company, who became chairman of the Advisory Council of Past Presidents.

George S. Dinwiddie, president of New Orleans Public Service, Inc., was elected first vice-president, and Charles J. Guzzo, division general manager of the Gulf Re-

(Continued on page 104)



A Light Forever Burning
A Voice That Is Never Stilled

Night comes on and spreads a blanket of darkness upon sleeping cities and towns. Here and there a lone policeman. In the distance a clock tolling the hour.

In the dark silence of the night there is one light forever burning . . . a voice that is never stilled. That light is the light in the telephone exchange. That voice is the voice of your telephone. Its very presence gives a feeling of security and of nearness to everyone.

Whatever the need or the hour, the telephone is always ready to serve you—quickly, dependably, and at small cost.

BELL TELEPHONE SYSTEM

LOCAL to serve the community. NATIONWIDE to serve the nation.



Burlington Mills Is Proud . . .

PLANT LOCATIONS IN NORTH CAROLINA

Asheboro	Kings Mountain
Burlington	Lexington
Central Falls	Mooreville
Cordova	Newton
Cramerton	Ossipee
Fayetteville	Oxford
Franklinton	Randleman
Gastonia	Reidsville
Graham	Smithfield
Greensboro	St. Pauls
High Point	Wadesboro
Kernersville	Wake Forest

. . . of the important part North Carolina plays in its wide-spread textile operations. Twenty-four North Carolina towns and cities have manufacturing plants of Burlington Mills which produce a variety of high quality textile products, including:

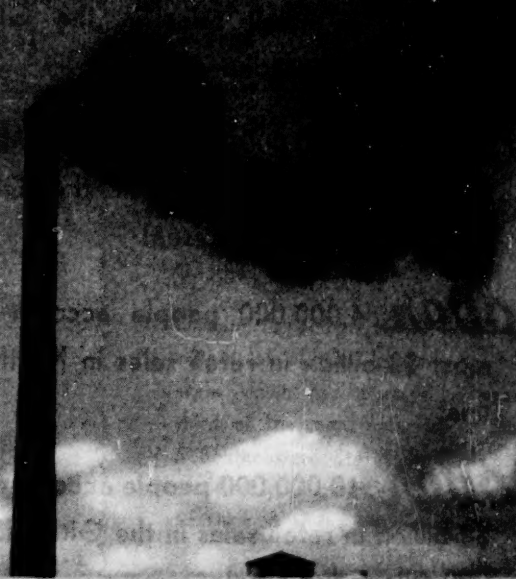
- *Women's outerwear and underwear fabrics*
- *Men's wear fabrics*
- *Decorative fabrics*
- *Full-fashioned hosiery*
- *Half-hose for men and women*
- *Combed cotton fabrics and yarns*
- *Industrial and transportation fabrics*
- *Ribbon*

The well-known Burlington policy of "Working Together" extends into the plant communities where Burlington employees join with other good citizens in civic, religious, educational and cultural activities. Burlington employees are proud of their fine fabrics and other products which are truly "Woven Into the Life of America"—just as each North Carolina plant is woven into the life of its own community.

Burlington Mills 
"Woven into the Life of America"

EXECUTIVE OFFICES: GREENSBORO, N. C.

North Carolina STANDARD



GREENSBORO
FINISHING PLANT

Burlington Mills

GREENSBORO

Is One of the **MOST IMPORTANT DISTRIBUTION CENTERS**
In The **SOUTH!**

Source: Federal Reserve Bank of Richmond

Plan Your **DISTRIBUTION** Facilities in the
SOUTH'S GREATEST POPULATION and SALES CENTER

where...

- *over* 700,000 people account for over \$500-million in retail sales in the GREENSBORO ABC Retail Trading Area!
- *over* 1,000,000 people account for over \$1-billion in retail sales in the GREENSBORO 50-mile radius area!
- *over* 2,000,000 people account for over \$2-billion in retail sales in the GREENSBORO 85-mile radius area!
- *over* 4,000,000 people account for almost \$3-billion in retail sales in North Carolina!
- *over* 10,000,000 people account for over \$8-billion in retail sales in the GREENSBORO 300-mile radius area!

Write "Advertising Research Department," GREENSBORO NEWS & RECORD, Greensboro, North Carolina, for specific information about locating your major distribution set-up in or near GREENSBORO!

Figures from Sales Management Survey of Buying Power, May 10, 1963

THE GREENSBORO 50-MILE RADIUS AREA HAS MORE PEOPLE THAN ARE WITHIN THE SAME RADIUS OF ...

Any other city in the 5 Southeastern States!*

- ATLANTA
- RICHMOND
- NORFOLK
- JACKSONVILLE
- MIAMI
- TAMPA

THE GREENSBORO 85-MILE RADIUS AREA HAS MORE PEOPLE THAN ARE WITHIN THE SAME RADIUS OF ...

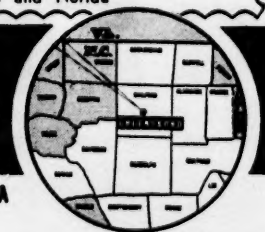
- ATLANTA
- JACKSONVILLE
- MIAMI
- TAMPA
- MEMPHIS
- CHATTANOOGA, KNOXVILLE AND NASHVILLE COMBINED!
- BIRMINGHAM AND MONTGOMERY COMBINED!
- RICHMOND AND NORFOLK COMBINED!
- DALLAS AND FORT WORTH COMBINED!

—1950 Census Figures

* North Carolina, South Carolina, Virginia, Georgia and Florida

Greensboro
News and Record

GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.



GREENSBORO

Is The **HEART OF THE MANUFACTURING CENTER**
Of The **SOUTH!**

Plan Your **MANUFACTURING** Facilities in the **SOUTH'S GREATEST MANUFACTURING CENTER**

where...

- 1/4 of North Carolina's \$6-billion manufacturing output is in the GREENSBORO Retail Trading Area!
- 1/6 of North Carolina's and South Carolina's \$9-billion manufacturing output is in the GREENSBORO Retail Trading Area!
- 1/9 of the Carolina's and Virginia's \$13½-billion manufacturing output is in the GREENSBORO Retail Trading Area!
- 1/12 of the 5 Southeastern States* \$18½-billion manufacturing output is in the GREENSBORO Retail Trading Area!
- 1/25 of the 12 Southeastern States** \$37½-billion manufacturing output is in the GREENSBORO Retail Trading Area!

For specific details about manufacturing opportunities in or near Greensboro, write to "Advertising Research Department," GREENSBORO NEWS & RECORD, Greensboro, North Carolina.

Source: Manufacturers Record "Blue Book of Southern Progress, 1953"

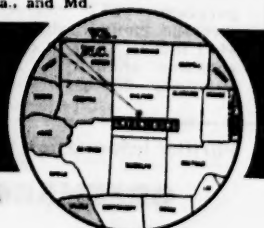
THE GREENSBORO RETAIL TRADING AREA'S MANU- FACTURING OUTPUT IS...

- More than that of the states of Florida or Mississippi!
- Almost as much as that of West Virginia!
- More than half as much as that in the states of Louisiana, South Carolina, Alabama or Kentucky!
- More than one-third as much as the state output of Virginia, Georgia, or Maryland!
- One-fourth of the manufacturing output of North Carolina — the state which has more than one-third of the manufacturing of the 5 Southeastern States; and almost one-sixth as much as all 12 Southern States east of the Mississippi River!

* N. C., S. C., Va., Ga., and Fla.
** N. C., S. C., Va., Ga., Fla., Ala., Miss., Tenn., Ky., W. Va., La., and Md.

Greensboro
News and Record

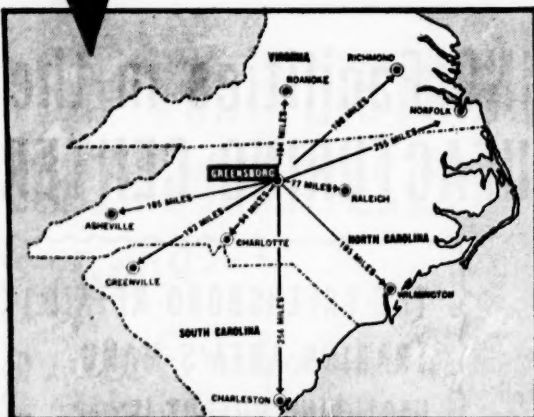
GREENSBORO, NORTH CAROLINA
Represented by Jann C. Kelley, Inc.





Check These 16 Important Profit-Factors For Your Plant Location in This Prime Industrial Area

GREENSBORO, N. C.



☐ Site Locations

Nine prime industrial sites, varying in size from four to over 100 acres, plus many smaller plant sites, are available in Greensboro.

☐ Building Costs

As the steel, brick and tile, cement block and lumber prefabricating center of the state, Greensboro offers advantages favorable to economical building.

☐ Labor

This area exemplifies the versatility of our labor force, which is 99.8% American born, intelligent, ambitious, stable, loyal, easily trained, and willing to work.

☐ Transportation

Daily schedules—22 passenger and 35 freight trains, 19 package cars, 228 busses, 33 planes. Direct truck and rail service, and connections provided to North, East, South, West.

☐ Raw Materials

Greensboro has many raw materials at hand. Excellent transportation into Greensboro of farm products from the east and minerals from the west.

☐ Power

Duke Power Company has added over \$125 million in new plants and distribution. Adequate supply and favorable rates afford a competitive advantage.

☐ Water

Supplied by a water shed of 75 square miles, draining into a 450 acre lake. Average annual rainfall is 44.77 inches, assuring Greensboro of an adequate supply of soft water.

☐ Taxes

Guilford County is almost debt-free and operates on a pay-as-you-go basis. County tax rate: 70c per \$100, plus 27c Greensboro School District Tax Rate. City Rate: \$1.14.

☐ Government

Guilford County is administered by a commission of five; uses a county manager system. Greensboro is administered by a non-partisan council with a full time city manager.

☐ Education

In Greensboro, institutions of higher learning include six colleges, plus 25 public schools, including 3 senior high, 7 junior high and 3 parochial schools.

☐ Recreation

There are 53 parks totaling 562 acres and year-round recreation program. Three 18 hole country club golf courses; three municipal courses; nine theaters, facilities for major sports.

☐ Agriculture

N. C. farm products top the South, east of the Mississippi. Greensboro's 12-county trading area produces one-ninth of the state's agricultural value (\$125 million).

☐ Markets

Greensboro has a larger population within a 50-mile radius than any other city in the Southeast. It has excellent facilities for serving neighboring states.

☐ Health

Rural and Public Health service in Guilford County is the largest Health Unit in the State. It employs two full-time health officers with competent, well-equipped staffs.

☐ Climate

Temperate, pleasant and healthy. Mean annual temperature — 57.2 degrees. Average annual rainfall—44.77 inches; Days of clear sunshine annually — 110; Humidity—53, 185.

☐ Operating Costs

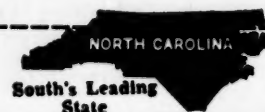
In Greensboro manufacturers operate at a cost that compares favorably with any other section of the U.S. In 1948 manufacturing sales of the area were over \$1½ billion.

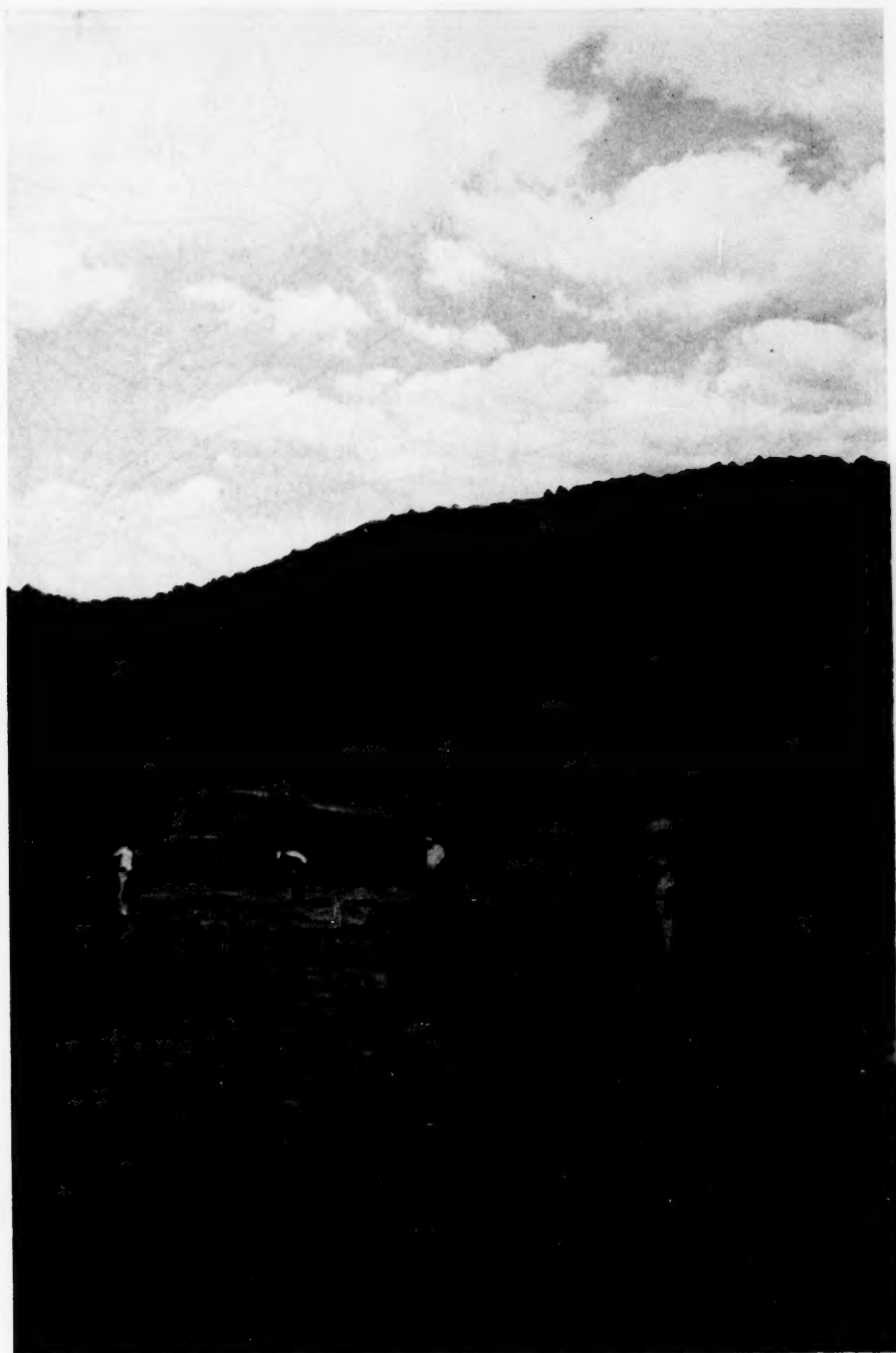
To: Manufacturers Seeking New Locations for Wholesale and Distribution Activities . . .

Greensboro warrants unusual consideration. Located in the heart of the greatest manufacturing area in the South, in one of the most important distribution centers of the South, Greensboro and its 12-county market has the people, buying income and other factors for a successful operation.

Further Information for Your Specific Needs Can Be Obtained by Writing to

GREENSBORO CHAMBER OF COMMERCE





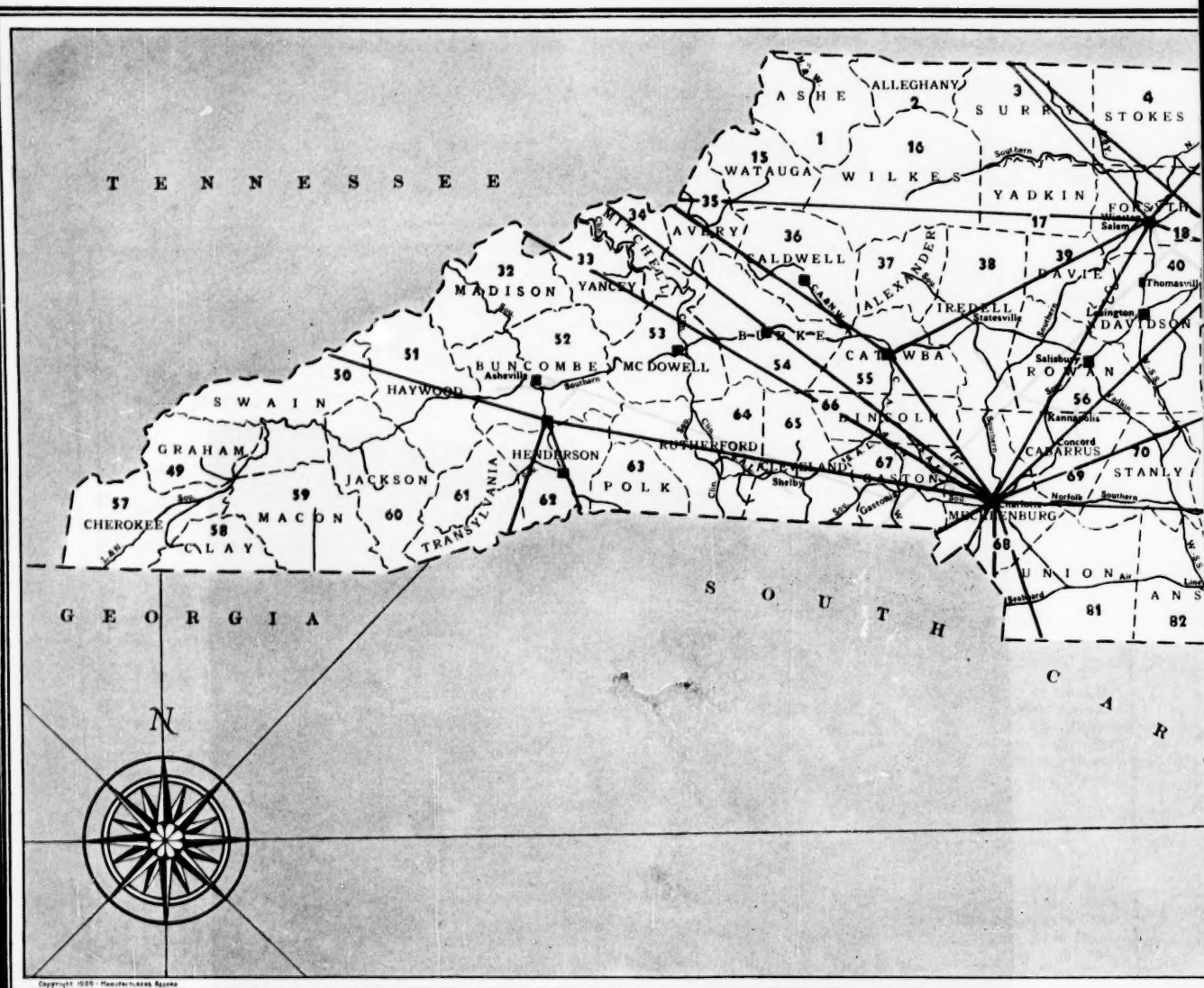
GOLF STATE, U.S.A.

Golf is played the year 'round from mountains to coast in North Carolina, and is an important industry in itself in the Mid South resorts.

In a 7-mile radius encompassing Pinehurst and Southern Pines are 7 courses with 126 holes, including the famous No. 2 at Pinehurst over which the Ryder Cup matches were played in 1951. Asheville, Sedgefield and Tryon have championships courses that are popular with visitors.

Convenient to offices and plants, there are nearly 1,700 interesting golf holes in North Carolina. Many of the courses were designed by Donald Ross.

There are important PGA events in the State, notably at Wilmington, Greensboro and Charlotte.



NORTH CAROLINA

Its principal raw materials by counties, and transportation facilities.

Agricultural Crops

Cotton: 5, 6, 8-14, 16-31, 36-47, 53, 54, 56, 63-100.

Corn: All counties.

Tobacco (bright leaf): 3-14, 16-30, 36-47, 55, 56, 67, 71-80, 82-100.

Tobacco (burley): 1, 2, 15, 16, 32-35, 49-54, 57-64.

Grains and forage crops: All counties.

Peanuts: 3-5, 9-14, 16-20, 22-31, 36-47, 51-56, 63-79, 81-100.

Soybeans: 1-47, 49-100 (principal): 25, 28-31, 46, 75, 76, 78-80, 86, 87.

Truck: 1-100 (principal): 1, 15, 27, 29, 31, 35, 62, 84-88, 95, 97, 99.

Apples: (principal): 3, 16, 37, 51, 52, 62, 63.

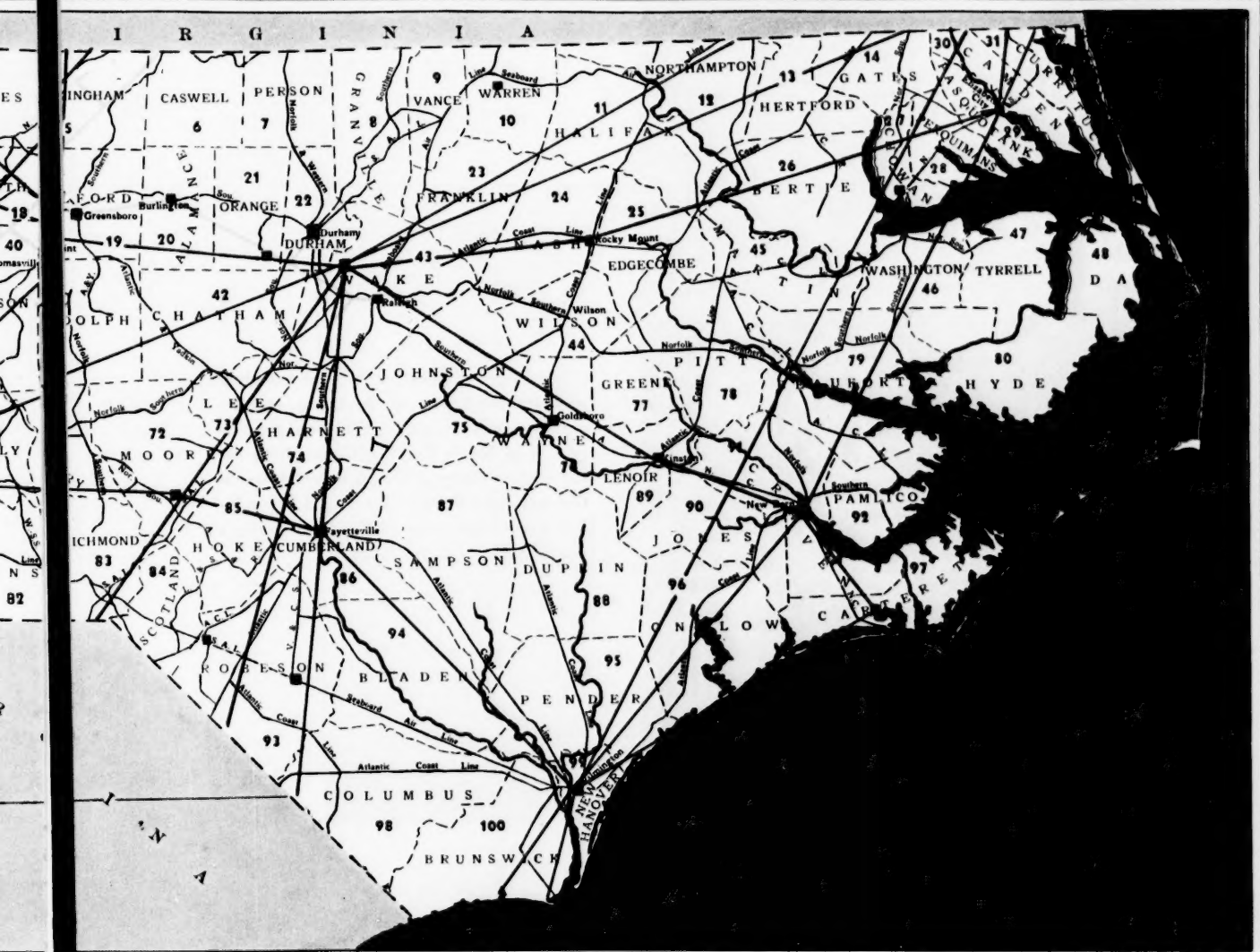
Peaches: (principal): 3, 63, 64, 71, 72, 82-85.

Timber

Longleaf pine: 71-74, 83-88, 90, 91, 93-100.

Shortleaf pine: 1-7, 15-22, 35-41, 53-56, 63-71, 81-83.

Loblolly pine: 8-14, 23-31, 42-48, 72-80, 84-100.



Gums and mixed lowland hardwoods: 12-14, 26-31, 45-48, 75, 76, 78-80, 86-88, 90-100.

Upland oaks, hickories and other hardwoods: 1-7, 15-22, 32-41, 49-71, 81-83.

Spruce: 15, 33-35, 50-52, 60.

Hemlock: 1, 2, 15, 16, 32-36, 49-54, 57-64.

Minerals

Copper: 1, 8, 49, 50, 51, 60, 69.

Nickel: 52, 58, 59, 60.

Tin: 66, 67.

Lead and zinc: 40, 51, 53, 71.

Clay, kaolin: 33, 34, 35, 51, 59, 60.

Kyanite: 1, 16, 33, 34, 38, 51-53, 58-60, 66, 67.

Feldspar: 1, 32-35, 50-52, 60, 64.

Mica: 1, 15, 33-36, 51-53, 58-61, 64, 65.

Pyrophyllite: 8, 21, 41, 72.

Spodumene: 65, 67.

Granite: 1-4, 8-10, 15, 17-19, 23, 38-40, 43, 50, 54, 56, 68, 69, 81.

Marble: 50, 57.

Limestone: 4, 17, 32, 34, 50, 53, 55, 60-62, 67.

Marl: 12-14, 26-31, 45-48, 76, 78, 79, 88-92, 95-99.

Commercial Fisheries

11-14, 25-31, 45-48, 79, 80, 91, 92, 95-97, 99, 100.

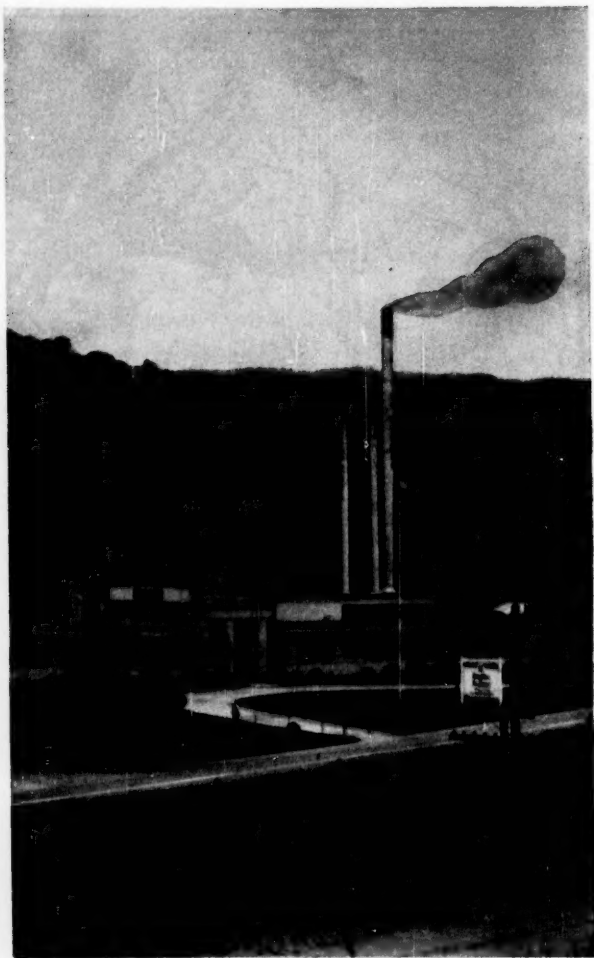
Natural Gas

Railroads

Navigable Rivers

Airlines

■ Airports—also at principal cities printed in red



In an uncrowded setting with rail and highway transportation at its doors and an ample supply of pure water, this plant is typical of North Carolina's attractions for industry. Workers in this plant, which manufactures foam rubber, are only a few minutes drive from some of Eastern America's most popular vacationlands.

Market Map--Economic Areas of North Carolina

(See North Carolina Market Section)





THE NEW NORTH CAROLINA IN THE ADVANCING SOUTH

North Carolina's forward movement from the beginning of the 20th Century has been steady and stable, pace-setting the remarkable growth of industry in the South.

Some reasons why North Carolina is leading this rapid development are contained in the special section that follows.

GOOD REASONS WHY ALERT INDUSTRIES ARE LOCATING OR EXPANDING IN

NORTH CAROLINA

Still an uncrowded state—with plenty of room for productive work and refreshing play—North Carolina is steadily adding diversified industries to its balanced economy. Here are some of the reasons for the healthful growth:

Plentiful labor, intelligent and trainable

Productive labor, with a history of good industrial relations

Desirable plant sites—in-town, suburban or rural

Low construction costs (no heavy snow or extreme heating problems)

Accessibility to major markets—good roads, all forms of transportation

Excellent water supply, in volume and analysis

Abundant power, at a rate that is right

Stabilized tax structure and a

balanced budget

Attractive community appearance and cordial attitude

Mild climate, ideal for year 'round outdoor work and recreation

Ready-made surveys—supplemented by tailor-made studies as needed

ALL OF WHICH ADDS UP TO SATISFACTION LIKE THIS—

"We have had outstanding success in our operations in North Carolina and that has played the biggest part in influencing our decision to expand our plants in this State."
(H. H. Schell, Chairman of the Board, The Shelton Looms, Sidney Blumenthal & Co., Inc.)

New industries find a warm and hearty welcome in North Carolina, from both the State officials and the friendly citizens in thriving, comfortable communities and cities. Desirable industrial locations and buildings available in many different areas are described on the current plant site list. A copy, with additional interesting data, will be supplied promptly upon request to—

Ben E. Douglas, Director

DEPARTMENT OF CONSERVATION AND DEVELOPMENT, Raleigh, N.C.

**Friendly
North Carolina**
Where
Industry Prospers





GOVERNOR WILLIAM B. UMSTEAD

Governor Umstead's long record of outstanding public service gives him understanding of the State's problems and capacity for dealing with them. He represented North Carolina in the Senate of the United States in 1946-48, and has been a member of Congress and Chairman of the State Democratic Executive Committee. He is a lawyer. He was elected for a four-year term that began in 1953.

STEADY AND STABLE

**In North Carolina, Which Makes a Habit of Good Government,
State Taxes Haven't Been Increased Since 1933.**

By Edwin Gill

Treasurer of the State of North Carolina

North Carolina is a conservative-progressive State operating squarely in the middle of the fiscal road. A balanced budget is, of course, the cornerstone of our financial policy.

We are conservative in that we are unwilling to make spending commitments unless and until we feel that the expenditure is really justified, and until we know just where the money is to come from. We are progressive in that we are continually planning for the future, gearing our policies to the changing spirit of the times.

Since the turn of the century, we have not hesitated to invest in schools, in roads, in port terminals, in health centers and hospitals, and in institutions of higher learning. In all of the rush of material progress, we have not forgotten the unfortunate and the handicapped. We are making provision for institutions devoted to mental care. We sincerely believe that our human, as well as our material assets, are entirely worthy of conservation and development.

Notwithstanding these substantial capital investments made through the years, North Carolina does not have a large public debt. This is due to our caution. We do not rush into debt. Since World War II, we have invested over \$100,000,000 in permanent improvements *out of current revenues*. Also we have insisted on the maintenance of adequate sinking funds. In this connection, it will be of interest to take a look at the total outstanding debt of North Carolina.

As of January 2, 1954, there was the old General Fund Debt of \$29,172,000, the old Highway Fund Debt of \$22,334,000, our Secondary Road Fund Debt of \$177,000,000, and \$71,335,000 of General Fund Bonds for schools, ports and institutions, sold since November 1, 1950, making a total gross outstanding debt of \$299,841,000. However, when we consider that adequate provision has already been made through sinking funds for the retirement of both the old General Fund Debt and the old Highway Fund Debt, and that the Secondary Road Fund Debt is adequately provided for through

a one cent gasoline tax irrevocably pledged to its retirement, it will be seen that *for all practical purposes* the outstanding debt of North Carolina is now evidenced by the unmatured balance of school buildings, port and institutional bonds in the amount of \$71,335,000.

When we set this figure over against the total assessed value of all real and personal property in North Carolina in 1952, amounting to \$5,215,937,259, it will be seen that North Carolina's debt ratio is modest.

In our tax policy, we do not believe in favoritism on the one hand, nor in discrimination on the other. Equal and fair treatment to all is our aim, and this means that both new and established industry receive the same treatment. We emphasize the *stability* of our tax structure, pointing out that tax rates have not been increased in North Carolina since 1933. Except for some reductions in rate and amendments calculated to make our tax laws fairer and more just, we are operating substantially under the same tax structure that was enacted twenty years ago, depending on the growth of our State and on our expanding economy for the revenues necessary to finance the progressive programs required by our people.

Let me give you something of the view that North Carolina is taking toward inviting industry to our State.

We are proceeding upon the theory that industry does not want to come to a State that is extravagant and wasteful; on the other hand, that it does not wish to come to a backward State. Therefore, when we insist on sound, good, middle-of-the-road government, on both the *State* and local level, we think we are meeting the standards that industry should require.

It is our idea that the right kind of industry does not wish to be discriminated against, nor does it expect a "hand out;" it does expect to pay its reasonable part in the financing of those progressive policies that contribute to the health and happiness of their employees and which are a part of the good social climate that industry requires for its successful operation.

We believe in the well balanced, orderly development of our State, and desire to see industry come to North Carolina—industry of the right kind that wishes to become a part of our great community, paying its legitimate share of the cost of public service and making a significant contribution to our social life—not coming here, if you please, for exploitation, not coming here merely for a season for the purpose of temporary enrichment, but with an honest and decent desire to live among us and become a part of our hopes and aspirations.

When we see the splendid credit standing of our local governments today we realize the tremendous progress that has been made in this field, especially in the past twenty years. Against a background of steadily improving economic conditions our local governments have put their house in order and for the present fine state of affairs we are indebted to the leaders in local government throughout our State as well as the stabilizing influence of our Local Government Commission.

Perhaps you will permit me at this point to discuss briefly the very sound and conservative manner in which our local governments have operated within

their debt limitations and under the very wholesome control of our Local Government Commission.

At June 30, 1940, the last assessed valuation (1939) was \$2,237,000,000 and the outstanding local government debt evidenced by general obligation bonds was \$307,000,000 or about 13½% of the assessed valuation. At June 30, 1953, thirteen years later, the assessed valuation (1952) was \$5,216,000,000 and the outstanding debt was \$336,000,000 or about 6.4% as compared with the 13½% in 1940. In this connection it is of interest to remember that our assessed valuation is estimated to be about 33-1/3% of market value in both 1939 and 1952.

I give you these figures because I understand that the ratio of *net* debt to assessed valuation is a pertinent factor frequently taken into account in appraising ability to pay. I am giving here the ratio of the *gross* debt to the assessed valuation of all our counties, cities, towns and other political subdivisions.

These facts and figures, it seems to me, show that on the whole our local governments are being administered in a sound and business-like manner.

In my opinion, the fiscal policy of North Carolina can be described as one of enlightened conservatism. We are cautious. We are prudent. We desire to do the best we can for our people *within the frame-work of our ability to pay*.

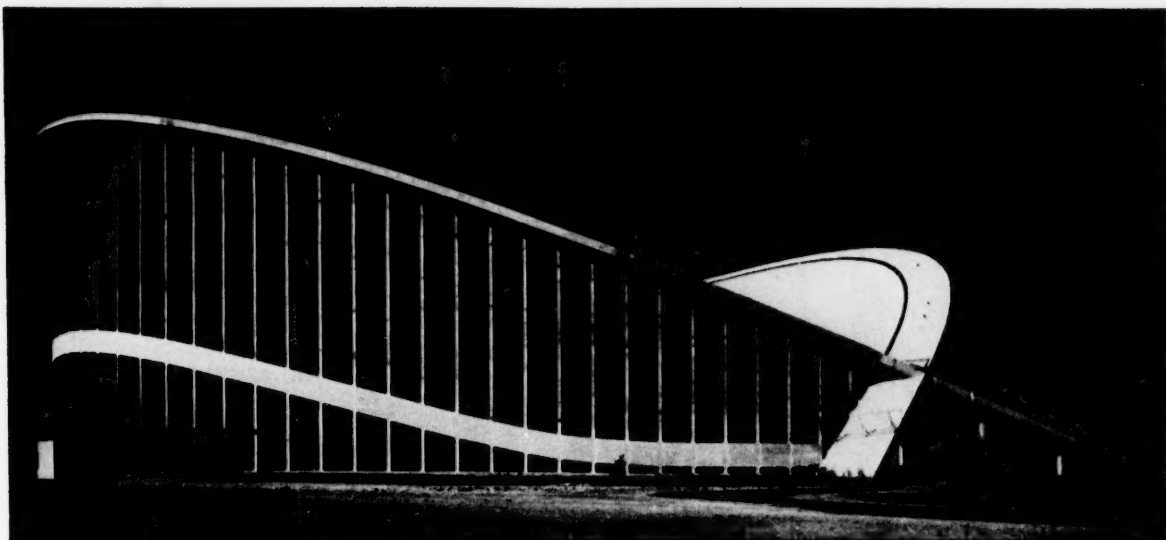
We plan intelligently for the future, taking into consideration at all times the growth of our State, the orderly development of our resources, and the reasonable anticipation of all that comes to mind in the word "tomorrow." In our realistic and candid appraisal of the dynamic character of our economy, we are people of *vision* but in no sense *visionary*.

I think of North Carolina as a State well balanced in its thinking—neither radical nor reactionary. As we conceive it, our future is not to be a carbon copy of any other commonwealth. While we are inspired by others, we seek our own fortune in our own way. We do not try to imitate others who may be wealthier, or for that matter poorer. We do not seek to enlarge our cities just for the sake of size. We are happy to be a State of over four hundred communities connected by a network of primary and secondary roads that interlace to work a pattern that helps to make our State one big community. We have all the advantages of modern transportation and communication without the complex problems that trouble the great cities. Approaching a fair balance between agriculture and industry, and more and more diversified on both of these fronts, we face the years ahead with confidence.

North Carolina is today in sound financial condition. Our credit has never been higher; our splendid reputation in the money market is based on half a century of integrity and fair dealing. In North Carolina we have made a *habit* of good government.

ABOUT TAXES

North Carolina is proud of its state tax structure in which there have been no increases since 1933. A booklet explaining the Continuing Revenue Act, by James S. Currie, Director of the Department of Tax Research, may be obtained free upon request to the Department of Conservation and Development, Raleigh.



Opening a new frontier in architecture, the Arena of the North Carolina State Fairgrounds, won the American Institute of Architects' top award in 1953. The walls are two opposing parabolas of glass and concrete. Hanging steel spans support the roof. The Arena seats 9,500 persons without a single vision-obscuring post. The parabolic pavilion, termed by *Life Magazine* "one of the most remarkable buildings ever constructed," was designed by the late Matthew Nowicki who was acting head of the department of architecture in N. C. State College at the time of his death.

FORWARD MARCH!

Research From Nuclear Reaction to Nicotine Spurs North Carolina Industry Toward New Horizons.

On September 5, 1953, North Carolina took a giant step forward in the field of atomic research with the opening of the nuclear reactor on the campus of North Carolina State College at the capital of Raleigh.

It is possible that this step will lead to new peacetime uses for atomic energy which will prove as revolutionary to everyday life as the experiments in flight conducted by the Wright Brothers at Kitty Hawk, North Carolina, to launch the Aviation Age in 1903.

North Carolina's rapidly growing roster of research projects ranges from advanced types of aircraft and synthetic fibres through public health and architecture, to machinery—both industrial and agricultural.

In Raleigh, less than 200 miles from Kitty Hawk as planes fly, Bensen Aircraft Corporation is engaged in experiments with a new type helicopter which it plans to manufacture here.

Research in medicine at the University of North Carolina, Duke University and Wake Forest College Medical School is contributing not only to the care of the sick and the education of physicians and surgeons, but to an aroused state-wide interest in community health education and health centers.

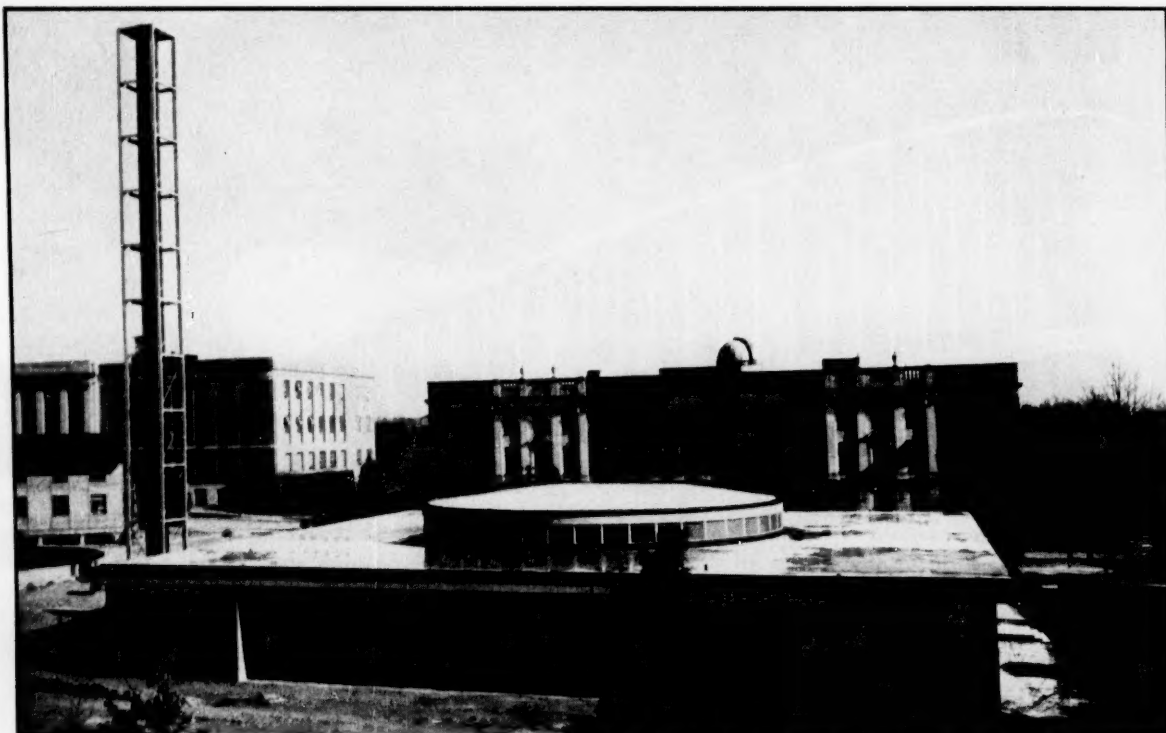
The State College School of Architecture produced the revolutionary design embodied in the parabolic pavilion known as the North Carolina State Fair Arena, five miles west of Raleigh on U.S. 1.

Pioneer Atomic Operation

When North Carolina State College put the nuclear reactor into operation it marked up a number of "firsts" for the state and nation: first college-owned reactor, first reactor open to the public view, first project of this type devoted entirely to investigating atomic energy, as an implement for the welfare of mankind rather than as a destructive weapon.

The reactor is only part of State College's full-scale nuclear engineering training program; atomic research is only a part of the institution's active research program which includes 108 other projects delving into such diverse fields as refractories, stream pollution, ceramics, chemical engineering and, to a large extent because they are keystones in North Carolina's economy, textiles and agriculture.

Significantly, funds derived from North Carolina's



Nuclear reactor on campus of North Carolina State College in Raleigh.

vast textile industry helped make this new research project possible by providing the building which houses the reactor. The Burlington Mills Foundation, a trust created by Burlington Mills Corporation, contributed \$200,000 to construct the building.

North Carolina's industrial corporations have for some years taken a leading part in research, both

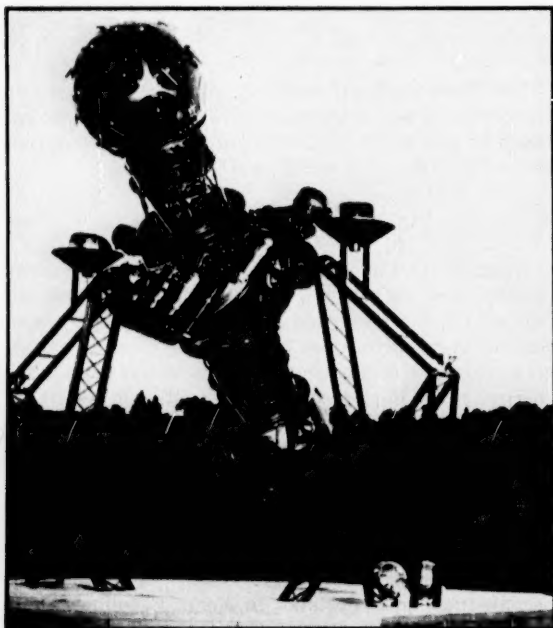
through projects conducted in their own plants and through contributions to those of State College and other institutions in the state. The Department of Conservation and Development lists strengthening of industrial research as a major objective in its program to encourage the industrial expansion program in the state.

Agricultural Research

Agriculture, too, is in the research spotlight. At State College the budget for agricultural research is \$2.5 million, with college being supplemented by 20 per cent from the Federal government, and 60 from the state. Boll-weevil resistant cotton plants, chickens and domestic animals, and the fundamental laws governing genes, chromosomes and the genetic variations of irradiated seeds are among the varied phases of agricultural economy probed through the State College laboratories and experiment stations.

Throughout the state, the names of some of America's best known manufacturing concerns are bright milestones on the new path which North Carolina is following toward the development of research facilities in line with her rapid expansion of diversified industry, progressive agricultural program, and utilization of natural resources.

International Nickel Company, Ecusta Paper Company, American Enka, Dayton Rubber, Burlington Mills, Chatham Manufacturing Company, Cone Mills, American Machine and Foundry Corp., Law & Company, Liggett & Myers Tobacco (Chesterfields), Vick Chemical, R. J. Reynolds Tobacco (Camels), and Western Electric—these are among the nationally known



The only Zeiss Planetarium on a U. S. College campus is at the University of North Carolina in Chapel Hill.

corporations which operate research facilities in North Carolina. Some, like Ecusta, have their main plants and research departments in North Carolina; others, like International Nickel and American Machine, have chosen North Carolina as the site for testing laboratories serving a far-flung network of industrial plants. Still others have one or more of their laboratories at their North Carolina plants, and the remainder divided among their facilities in other states.

Ecusta's Program

Ecusta has the world's largest plant engaged in the manufacture of cigarette paper, basic materials for which are American flax fibre from California and Minnesota. Its location near the entrance to Pisgah National Forest in Transylvania county was chosen because of the pure water supply from Davidson River. Its fundamental research plant is staffed and equipped to carry out fundamental research in practically all branches of pure and applied science. In searches for waste utilization, development of new testing and sampling techniques, more efficient product control, and the like.

International Nickel's Studies

In contrast to Ecusta's use of pure fresh water is International Nickel Company's project of "making the ocean a test tube" at its beach corrosion testing stations on the North Carolina coast near Wilmington, where the corrosion effect of salt water is tested.

Established in 1935, the testing facilities have been steadily extended. In 1940 facilities for exposing specimens to atmospheric attack were added in cooperation with Carnegie-Illinois Steel Corporation, The Dow Chemical Corporation, Magnesium Division, and the Armco Steel Corporation. By 1950, the number of specimens exposed in the one-acre atmospheric test lot was about 20,000; the number of specimens exposed in sea water about 3,000.

In 1950, new facilities were added at Harbor Island, about 15 miles from Kure between the mainland and Wrightsville Beach, after a storm damaged the jetties through which sea water entered the Kure plant's testing apparatus. The sea spray tests and atmospheric lot remain at Kure. Late in 1951 and early in 1952, Harbor Island facilities and those for spray tests at Kure were again expanded. Over the past 18 years, the Inco Corrosion Engineers have tested effects of real sea water on some 35,000 specimens. In 1953, the Electrochemical Society of America chose Wrightsville Beach for its 104th meeting and studied the Kure Beach and Harbor Islands operations.

Tobacco Research

As the world's leading manufacturer of tobacco products, North Carolina is the home of the world's largest cigarette factory (R. J. Reynolds at Winston-Salem), and large factories operated by Liggett & Myers at Durham, and American Tobacco Company at Reidsville. In recent years, North Carolina has become the home of extensive research plants operated by the tobacco industry. R. J. Reynolds completed a \$2,000,000

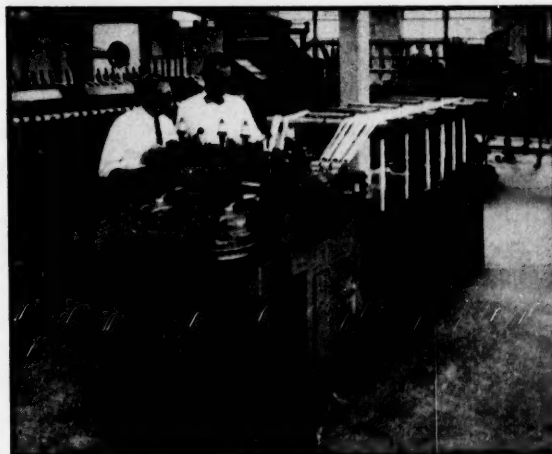


Igor Sikorsky, inventor of the helicopter, inspects new type of helicopter being developed by Igor Bensen (cq) at plant located at Raleigh-Durham Airport.

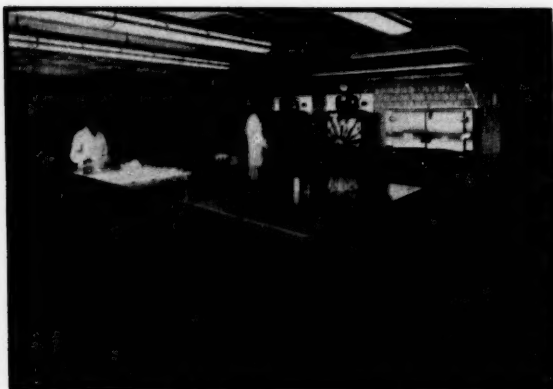
chemical research plant at Winston-Salem in February, 1953.

As far back as 1904 R. J. Reynolds Tobacco Company was conducting experiments to develop a new process for the production of smoking tobacco, and in 1907 these experiments resulted in a patented process for Prince Albert Smoking Tobacco. Extensive research on cigarettes resulted in the introduction of Camels in 1913, the first Turkish tobacco blend. From a one-room laboratory the company's research facilities expanded to occupy several floors, and in 1953 the company completed a new and greatly enlarged research laboratory.

At Raleigh, the research division of American Machine and Foundry Company of New York City has set

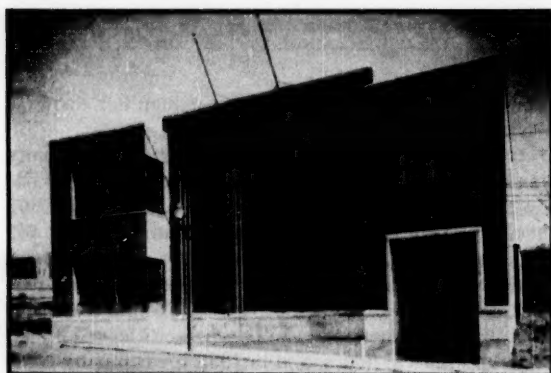


Research in synthetic fibers is carried out at N. C. State College, where the School of Textiles is the largest building under one roof. It is doing valuable fiber evaluation work in a separate department founded by the North Carolina Textile Foundation.

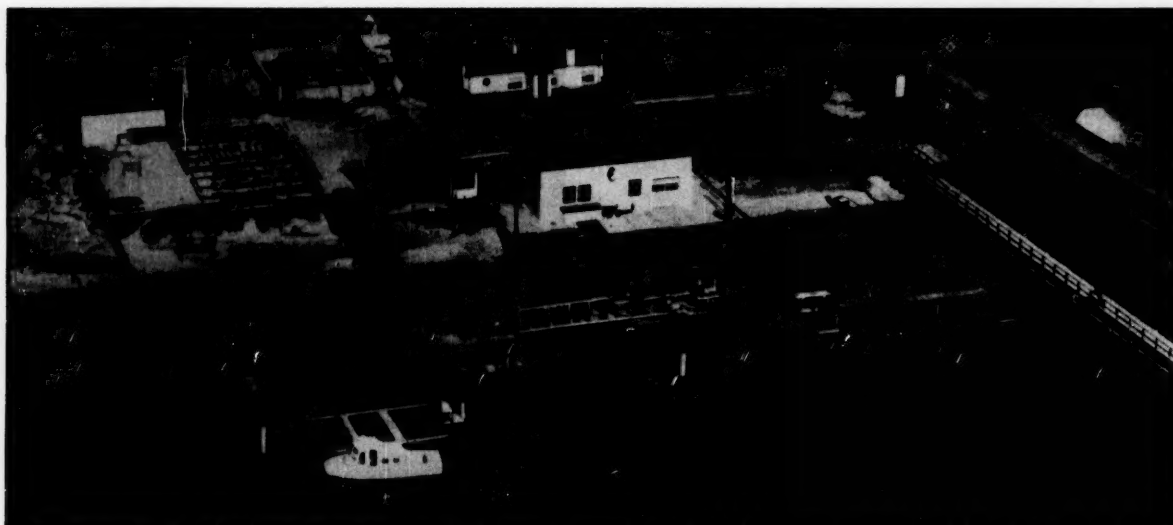


Extensive research in tobacco products is carried on in the new \$2,000,000 laboratory of the R. J. Reynolds Co. in Winston-Salem. This is the biochemical section.

up a laboratory to develop machines used in the tobacco industry. Raleigh was selected as the site because it is close to centers where information is readily available on tobacco curing and manufacture.



Mineral research is conducted in this building in Asheville as a joint project of the Dept. of Conservation and Development and N. C. State College.



International Nickel Company has tested over 15,000 specimens of metal in sea water since it established its research project at Kure Beach in 1935. New corrosion testing facilities recently opened at Harbor Island, also near Wilmington and pictured above, make it possible for the company to widen the scope of an enterprise which has won a world wide reputation.

At Durham, Liggett & Myers Tobacco Company (Chesterfields) conducts extensive research in its modern laboratory building near its big factories.

In December, 1953, Liggett & Myers announced a grant of \$105,000 for three years to Duke University for support of fundamental research programs in certain fields in the sciences. Specifically, the grant will support investigations involving research on basic chemical and plant science problems of potential value to the entire tobacco industry. The grant is a renewal of a similar one made three years ago.

The list of North Carolina schools and colleges which have received similar benefits from industrial foundations located within the state is an extensive one. Funds stemming directly from the state's industries have advanced school and university research in a wide variety of fields, among them textiles, paper and pulp products, agriculture, medicine, psychology, the tobacco industry and, very recently, atomic energy.

Mineral Laboratory

Operated jointly by the State Department of Conservation and Development and North Carolina State College is a minerals research laboratory at Asheville. Built in 1936 at a cost of \$80,000, it is believed to be the only laboratory of this type operated on a state level in the entire Southeast.

The minerals laboratory has been an important factor in the addition and expansion within the state of industries utilizing such North Carolina minerals as mica, feldspar and spodumene ores. It is estimated that within the past five years the contribution of this laboratory's research has resulted in the investment of some \$1,500,000 in the Western North Carolina area by processing plants using basic information and processes developed by the laboratory. Products from these plants total over 100,000 tons of minerals concentrates annually, a value of \$2,000,000. Ore samples come to the laboratory from every part of the state. Plans are now underway for the setting up of a continuing field study of North Carolina minerals.



Textiles top list of North Carolina industries, but there is great diversity within the industry which ranges from full fashioned hosiery to thread from synthetic fibres. The picture shows a demonstration of boarding in a hosiery plant.

FROM AIRCRAFT TO ZIPPERS

Diversification is New Keynote of North Carolina Industry Based On Tar Heel State's National Leadership in Textile, Tobacco and Wooden Furniture Industries:

Industry literally ranges from A to Z in modern North Carolina—aircraft and arms to zippers.

Diversification is the keynote, also, within industries. The giant textile industry, in which North Carolina leads the nation, enjoyed its greatest expansion in the field of synthetic fibres, woolens and blends of natural and man-made fibres.

Industrial growth is diversified geographically, too, with important developments conspicuous in the east-

ern part of the State which formerly was predominantly agricultural.

Research and science spurred new industrial developments and heralded more to come, but already plants are established to manufacture helicopters (in Raleigh) and arms and precision instruments (in Asheville).

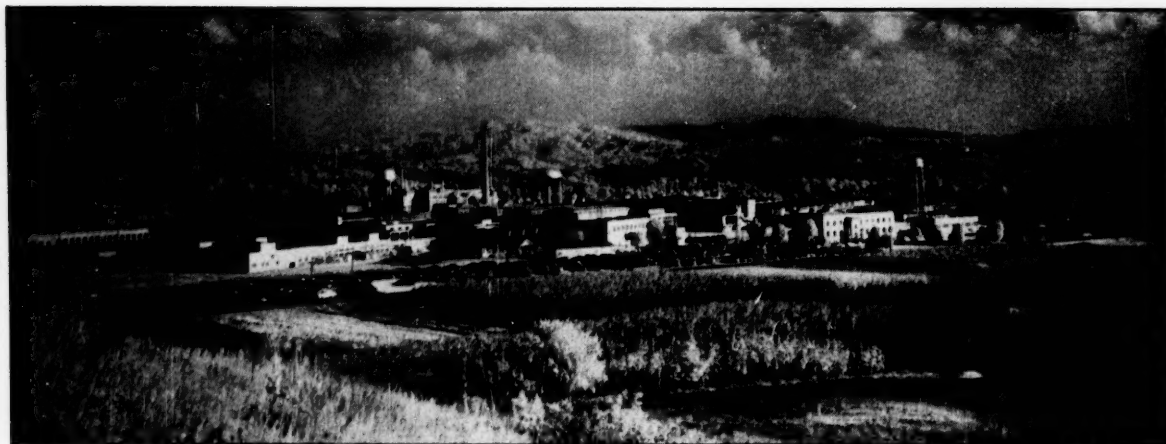
Growth of the electronics industry has been sensational, with such names as General Electric, Westinghouse, Western Electric, Sprague Electric, International Resistance, Cornell Dublier outstanding.



The exterior of native stone doesn't reveal it, but here sport shoes distributed throughout the nation are manufactured by the Welco Shoe Co. It is in Waynesville, near the Great Smokies.



Manufacturing machinery for industry is an increasingly important industry in North Carolina, and the Wright Machinery of Durham, now a part of the Sperry Corp., is a pioneer in this field.

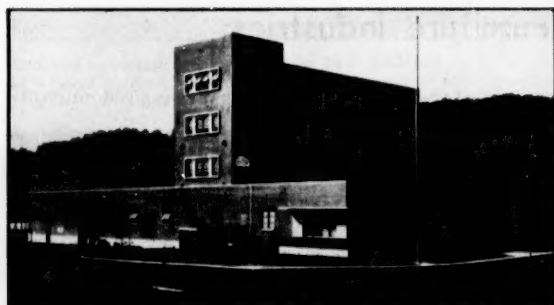


North Carolina's highly diversified industry is typified by Ecusta, in the Blue Ridge Mountains bordering Pisgah National Forest. It is the largest single cigarette plant in the United States, and to this operation the manufacture of cellophane has been added. Workers in this uncongested setting are only a few miles from Eastern America's most popular mountain playground, the Great Smoky Mountains National Park and Fontana and other TVA lakes.



The woolen industry is represented in North Carolina not only by big names but by numerous smaller units of which the Ramsey Worsted Mills are typical.

The chemical industry is expanding, with pace setting developments noted in the establishment of the Du Pont dacron plant at Kinston, the manufacturers of cellophane at Ecusta, and the installation of a pilot nylon plant by Enka.



Manufacturing thread by a new process is the Belding-Cortelli plant at Hendersonville.



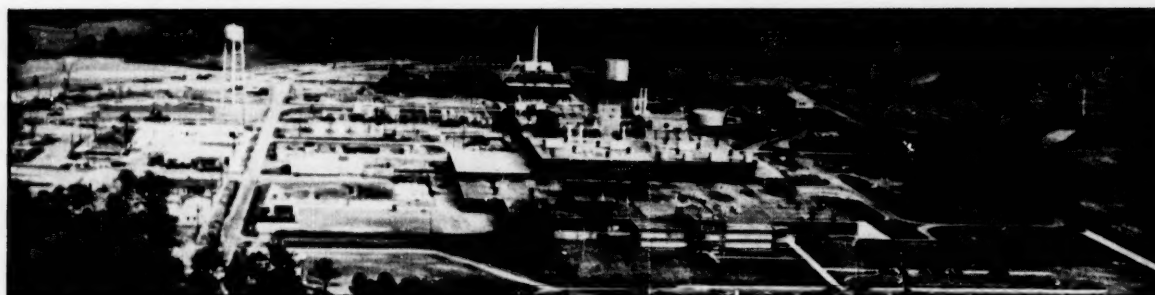
Blue Bell, Inc. at Greensboro, manufactures not only work clothes, but in its widespread system of plants throughout the Southeast specializes in clothes for men, boys and girls.

Facilities for making machinery and fabricating steel are being expanded, and the food and feed industries are growing.

North Carolina's more than 6,000 industrial establishments in more than 500 communities, and its count-



New Rando Division of Cocker Machine and Foundry Co. at Gastonia, is located on 18 acre site.



Du Pont new dacron plant near Kinston, largest synthetic textile plant in Eastern North Carolina. Ample labor and water supplies influences Du Pont's decision to locate this \$40,000,000 facility in North Carolina.

less institutions and notable enterprises in myriad fields of endeavor form a pattern that can only be suggested in a publication of this scope.

The impossibility of presenting a comprehensive summary of anything so vast and so varied as the State that is setting the pace in the booming Southeast was faced realistically by the editors, and their efforts were directed toward presenting a picture of the new developments and significant trends rather than a recitation of statistics concerned only with the past.

Consequently, important industries, places and persons are omitted from this projection-type presenta-



Interior view of 2nd addition to Edgcomb Steel plant at Charlotte, showing some of hot roll inventory. Complete metal warehouse renders fast service to growing Southern industry from Lynchburg to Miami.



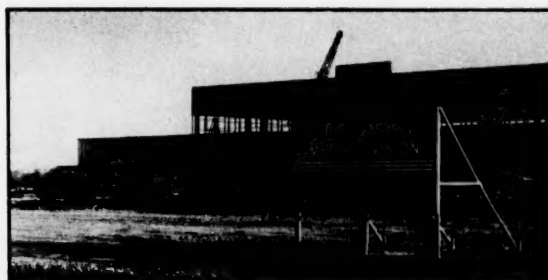
Asheville plant of Dave Steel Co., steel fabricators and erectors.



Celanese Corporation established headquarters for its far flung Southern operations, in this building at Charlotte.



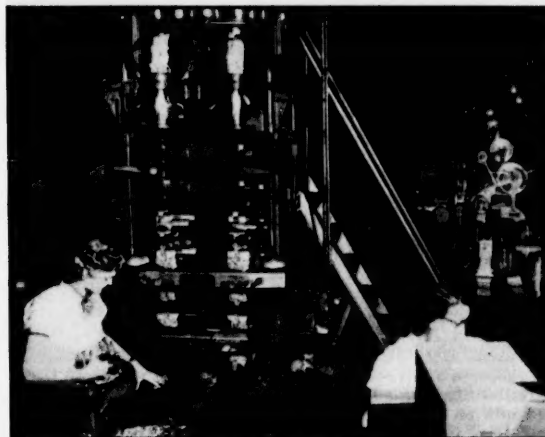
Described as one of the most beautiful plants in America, the Hatch Mill of Deering Milliken Co. is situated in the Blue Ridge Mountains at Columbus, N. C., near the all-year Mid-South resort of Tryon. It draws its labor from farms and small towns.



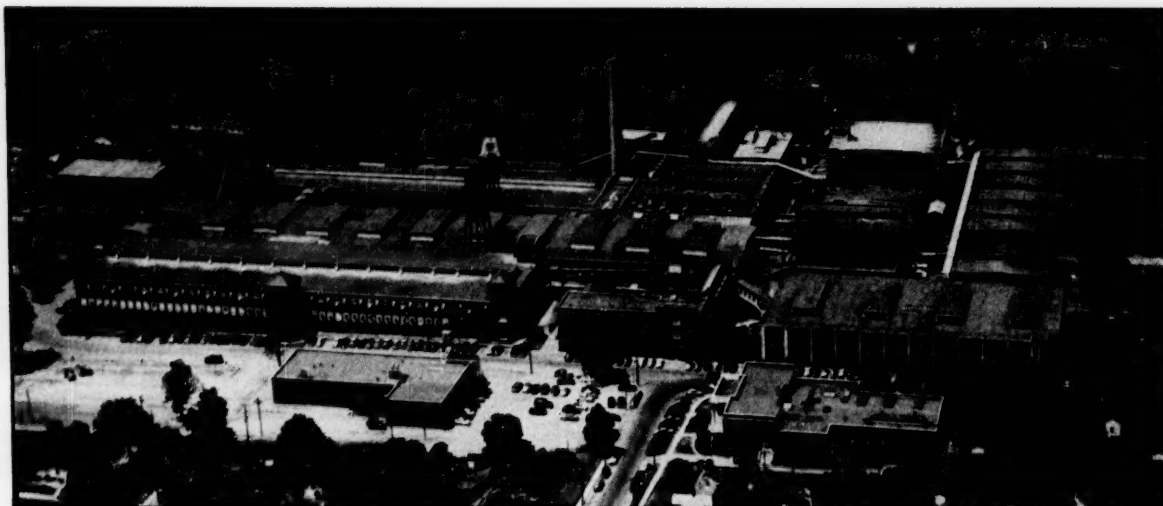
Nearing completion is the \$12,000,000 meter plant of Westinghouse Electric Company near Raleigh, on Norfolk Southern Railway. Ample labor supply was one of the reasons for selection of the location.



Distribution through the east and as far west as Texas is enjoyed by this North Carolina manufacturer of food specialties, located in the state's largest distributive center, Charlotte.



Important food manufacturing companies utilizing local agricultural products and abundant labor are located in eastern North Carolina. This is a view of peanuts being packaged for the fancy food market. The pickle industry is a large one, and recently a large plant was established in eastern North Carolina for canning peppers—a important truck crop.



Huge installation of Cone Mills Corp. at Greensboro.



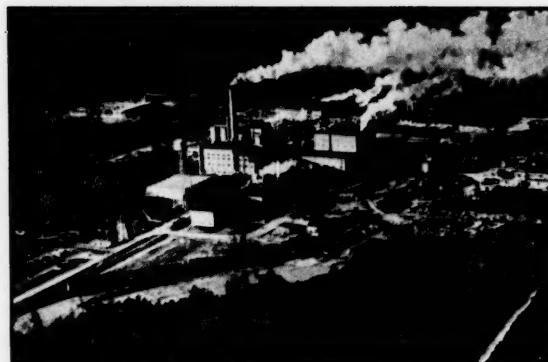
Assembly floor for squaring shears at plant of Wyson & Miles Co., at Greensboro.



An example of structural steel fabricators in the State is the Carolina Steel and Iron Co. of Greensboro, founded in 1919 and one of the largest fabricators in the South. There are now more than 275 metal working plants in North Carolina.

tion. Most of them have either been featured in past or other current state publications, or will be duly noted in future issues.

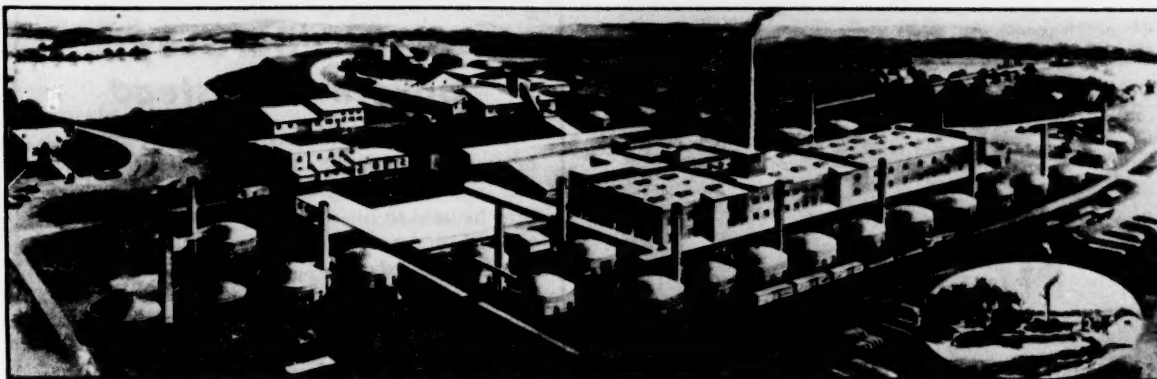
Every year it becomes increasingly apparent that a commonwealth as large and vital as North Carolina cannot be compressed into birdseye perspective within limitations of most media of public information, but its story, to be told intelligently and interestingly,



Pulp processing is a major industry in the east, too. This is the new Riegall plant at Acme.



Glimpse of Industrial area developed at Charlotte by Piedmont and Northern Railway, which is rapidly expanding with nationally-known manufacturers and distributors occupying new plants.



Pomona Terra Cotta Company's plant at Pomona (Greensboro), which manufactures over 50,000 carloads of sewer pipe and other clay products annually.

must be split up into segments and approached from well-defined angles.

That is the answer to why less is found in this edition about industries in which North Carolina leads the nation — textiles, tobacco and wooden furniture — than about electronics, chemicals, mechanical devices, food and other enterprises that are relative newcomers to the modern North Carolina industrial pattern of healthy diversification.



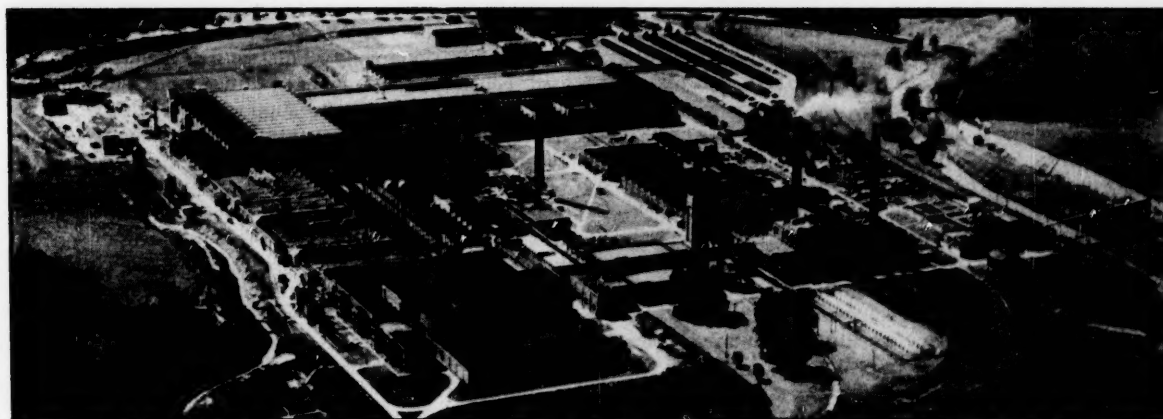
This is one of the largest white paper producing machines in the world, a part of the huge Champion Paper and Fibre Co. installation at Canton.



Western Electric is a pioneer in the electronics field in North Carolina, an industry growing by leaps and bounds and adding famous names. A large Western plant at Greensboro is shown. Other Western plants are at Winston-Salem and Burlington.



Manufacturing boats in the Barbour Boats, Inc. plant at New Bern, which go to sportsmen all over the continent. Both inboard and outboard boats are made here.



American Enka Corp., one of the state's largest industries, has a three million dollar research and nylon plant nearing completion at site of present rayon plant near Asheville.

THE BIG CHANGE

Excerpts from Address of Roy E. Larsen to the American Association of School Administrators, Atlantic City, New Jersey, February 17, 1953.

By Roy E. Larsen

President, TIME, Incorporated

Recently I decided to see if I could support, through documentation, my own conviction that our system of universal education has been an indispensable factor in the astounding development of this country which Frederick Lewis Allen describes in his best seller, "The Big Change."

For this purpose, I selected the State of North Carolina which, at the turn of the century, was a poor state, and today ranks as one of the leaders, not only of the South, but of the nation, in statecraft, in industry, and in education.

In the last 50 years, while the population of the South was increasing by 88% and the population of the nation as a whole by 98%, the population of North Carolina increased by 113%. In the past twelve years, a total of 5,047 new businesses have poured into the state. Long the national leader in the manufacture of tobacco products (North Carolina now produces more than half of the nation's cigarettes—55%), the state now also leads the nation in the manufacture of textile products and wooden furniture.

North Carolina's current prosperity, then, was one of the reasons why I became interested in tracing its development.

How poor was North Carolina at the turn of the century? Although its population was close to two million, there were only 70,570 North Carolinians employed in industry at the time, and they were receiving an annual salary of \$196.52, which was about half the annual average salary working the country over. In value added by manufacture of all kinds in the year 1899, North Carolina ranked 22nd among the states, with a total figure of \$40 million. In value of farm property it also ranked 22nd.

A Foreword By Governor Umstead

The long way that North Carolina climbed to bring about the "Big Change" cited by Mr. Larsen is strikingly presented in the facts and figures he used in his speech to the school administrators of America, excerpts from which comprise this booklet.

Mr. Larsen correctly attributes in large measure North Carolina's rise to economic and cultural leadership within a half century to its steady and determined progress in public education that began with the administration of Governor Charles Brantley Aycock in 1900.

This is a success story told by an authority, not only in the publishing business, but also in the field of education, as Mr. Larsen is Chairman of the National Citizens Commission for the Public Schools. It is a message with meaning both to North Carolinians and to others living beyond its borders and deserves the thoughtful attention of everyone concerned with the social and economic problems of today.

In the North Carolina of 1900 there were 20 white illiterates for every one hundred of the white population over ten years of age. If the number of Negro illiterates were averaged into this figure, the illiteracy rate would, of course, be even higher.

There were exactly nine public libraries to serve North Carolina's reading public in 1900, and although there were 27 daily newspapers, the circulation of the most popular one, the *Raleigh News and Observer*, was only 5,800. The combined circulation of the five most popular periodicals published in North Carolina in 1900 was 37 thousand.

As we might expect, the public school system was deplorable. R. D. W. Connor and Clarence Poe, in their excellent book, *The Life and Speeches of Charles B. Aycock*, have described the situation when Aycock became Governor in January, 1901, as follows:

"At that time . . . 'North Carolina did not believe in public education.' Only 30 districts in the state, all urban, considered education of sufficient importance to levy a school tax for the support of the schools. The average salary paid to county superintendents annually was less than one dollar a day, to public school teachers, \$91.25 for the term . . . There were no professional teachers in the public school. Practically no interest was manifested in the building or equipment of schoolhouses. The children of more than 950 public school districts were altogether without schoolhouses, while those in 1,132 districts sat on rough pine boards in log houses chinked with clay. Perhaps under all these circumstances," concluded Connor and Poe, "it was well enough that the schools were kept open only 73 days in the year and that less than one-third of the children of school age attended them."

The change in the educational picture, and hence in the illiteracy rate, in the next generation and a half was, as you know, staggering. By 1924, 64 per cent instead of 30 per cent of the North Carolina school population was attending the schools, and by 1950 attendance was up to 73%.

Most of the increase came at the high school level. There were 735 high schools in 1924, instead of 30, and the number of high school graduates was 35 times what it had been in 1900, despite the fact that the state's total population had increased by only a little over a third.

But in North Carolina, as elsewhere, the enrollment flood had only begun. In 1950, there were six times as many high school graduates as there had been in 1924 and 155 times as many as in 1900: Total average daily attendance in elementary and secondary schools was now 798,000, instead of the 207,000 of 1900.

And while all of this was going on, the length of the school term had increased also. By 1924, it was almost exactly twice what it had been in 1900, and by 1950, it was 24 per cent longer than it had been in 1924.

The expansion of public school education in North Carolina had of course made possible the growth of many other less formal agencies of general education. By 1950 there were 13 times as many public libraries in North Carolina as there had been in 1900. The circulation of the *Raleigh News and Observer* was 20 times what it had been in 1900 while the state's population had only a little more than doubled. As to literacy—in 1947, only 2.7 per cent of the total population—white and colored—14 years of age or older was unable to read.

The time for mass circulations and syndicated columnists had arrived. The combined North Carolina circulation of the nation's five largest magazines jumped from 80 thousand in 1916 to 130 thousand in 1925 to 323 thousand in 1950.

Consider the effect that this general cultural and educational growth had on the material prosperity of North Carolina in the course of 50 years.



Typifying the wooden furniture industry, in which North Carolina leads the nation, is this monster chair towering above buildings on the main street of Thomasville.

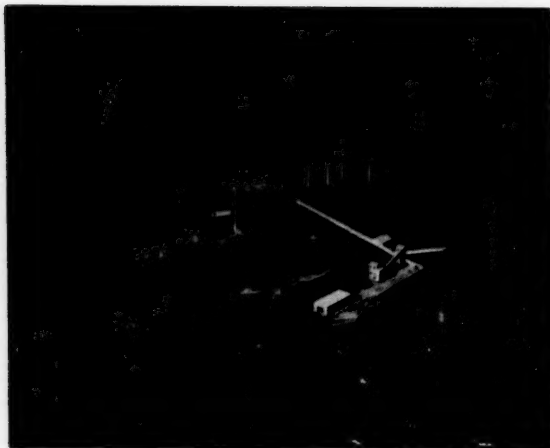
By 1925, the number of North Carolinians in industry had more than doubled, and their annual salary had more than tripled. In the next quarter of a century, the number employed in industry more than doubled again, and salaries again tripled.

Production of electric energy—a good measure of overall growth—multiplied fantastically in North Carolina in the same period. In 1902 production was 8 million kilowatt hours. In 1920, it was 733 million kilowatt hours. In 1928, it was 2 billion, 245 million kilowatt hours. By 1950, production was an outstanding 9 billion, 108 million kilowatt hours and was still rising fast!

While the value of farm property the nation over a little less than quadrupled, the value of farm property in North Carolina increased eleven times! While the value added by manufacture for the entire nation increased some 14 times, the value added by manufacture in North Carolina increased 40 times; North Carolina had moved from twenty-second to twelfth in value of farm property and from 22nd to 14th in value added by manufacture.

THE BIG CHANGE—HALF A CENTURY OF PROGRESS

	1900	1950	Gain
Population	1,893,810	4,061,929	2,168,119
Rural	1,707,020	2,693,828	986,808
Urban	186,790	1,368,101	1,181,311
Industry—Value of Products	1900	1952	Gain
Textiles	\$28,372,798	\$2,870,000,000	\$2,841,627,202
Tobacco	13,620,816	1,476,000,000	1,462,379,184
Lumber	17,754,651	300,000,000	282,245,349
Food Products	8,867,462	487,000,000	478,132,538
Furniture	1,547,305	276,000,000	274,452,695
Others	24,756,631	1,017,000,000	992,243,369
Total	\$94,919,663	\$6,426,000,000	\$6,331,080,337
Employees	70,570	449,000	378,430
Value All Farm Products	\$89,309,638	\$ 929,948,000	\$ 840,638,362
Livestock	\$30,106,173	\$ 203,557,000	\$ 173,450,827
Tobacco	\$ 8,038,691	\$ 463,000,000	\$ 454,961,309
Number of Farms	224,637	286,900	62,263
Farm Acreage	\$22,749,356	\$ 19,317,937	\$ 3,431,419
Value of All Farm Property	\$233,834,693	\$2,355,000,000	\$2,121,165,307
Motor Vehicle Registration	NONE	1,174,000	1,174,000



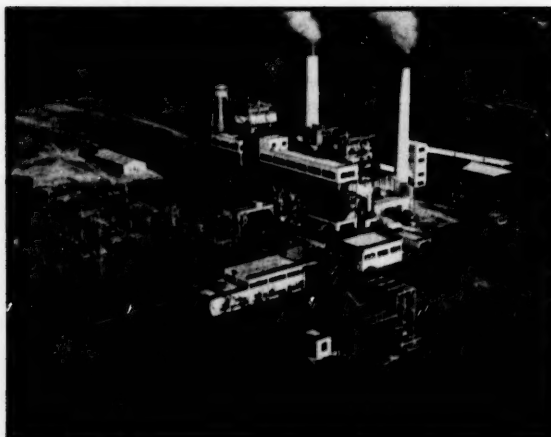
Buck Steam Plant of Duke Power Company is one of the most powerful single stations in the South, two new 135,000 kilowatt units giving it a total of 460,000 kilowatts.

ABUNDANT POWER

Power production is increasing rapidly in North Carolina, assuring an abundant supply of electric energy to industry in any part of the state.

All of the major power companies are expanding, and during the five-year period ending in 1954 will have increased their generating facilities by a million kilowatts, bringing the State's installed capacity to over two million kwh.

Four major power companies serve the State: Duke Power Company operates principally in the Piedmont; Carolina Power and Light Company serves the east and southeast; Nantahala Power Company operates in the mountain areas in the west, and Virginia Electric and Power Company serves about a dozen north-eastern North Carolina counties.



Carolina Power and Light Company added the third unit to its Lumberton power station (above) in 1952, giving it 230,000 horsepower.

Duke Power Company

Duke is the largest. In 1952, the company sold more than 7,750,000,000 kilowatt hours of electricity to about 600,000 customers.

In December, 1953, Duke added two 135,000 kw units to Buck steam plant on the Yadkin River near Salisbury (central Piedmont), boosting the plant's output to 460,000 kilowatts, and making it the largest in the Duke system and most powerful single station in the South. The plant will hold this honor only a short time, however, as Duke has begun construction on additions to its Riverbend plant, near Charlotte, which will increase its output to 665,000 kilowatts. Construction is scheduled for completion in 1954.

These and other projects are part of a two-year, \$94.4 million building program set up by the Duke company, to be completed by the end of '54.

Carolina Power and Light

The outstanding power expansion, percentage-wise, is being carried on by Carolina Power and Light Company in order to serve the expanding industrial economy of the eastern section of the State, which for generations has supported a fabulous agriculture, but with comparatively little industry.

Now industry is moving into the east, and Carolina Power and Light is in the midst of a \$200 million construction program which began just after World War II and is to be completed in 1958.

The company invested \$23 million in new facilities in 1952, \$17 million in '53, and expects to invest about \$26 million on this program in 1954. About half of this amount is financing generating plant construction, a fourth for distribution systems, and the remainder for transmission and general property.

Carolina Power and Light has made substantial additions recently to generating plants at Lumberton and Goldsboro, and by mid-'54 expects to begin operating its largest single generating unit on the Cape Fear River near the port city of Wilmington. The State's second port, at Morehead City, is also in Carolina's territory.

Carolina had, as of December, 1953, about 350,000 customers, a third of whom are rural, in a 30,000-square-mile area. Engineers of the company report plans for continuing the unit-a-year rate of additions well past 1955.

This firm has also "heavyed-up" its system of 1,716 miles of transmission and 20,940 miles of distribution lines, again in anticipation of much more industrial activity in their territory. Carolina also operates in the Asheville (mountain) area, between the Duke and Nantahala territories.

Mountains to Coast

Nantahala's power production is consumed by Aluminum Company of America, but it is serving a number of new diversified industries and is prepared to accommodate additional manufacturing operations as they are located in the Blue Ridge and Smokies country to the west.

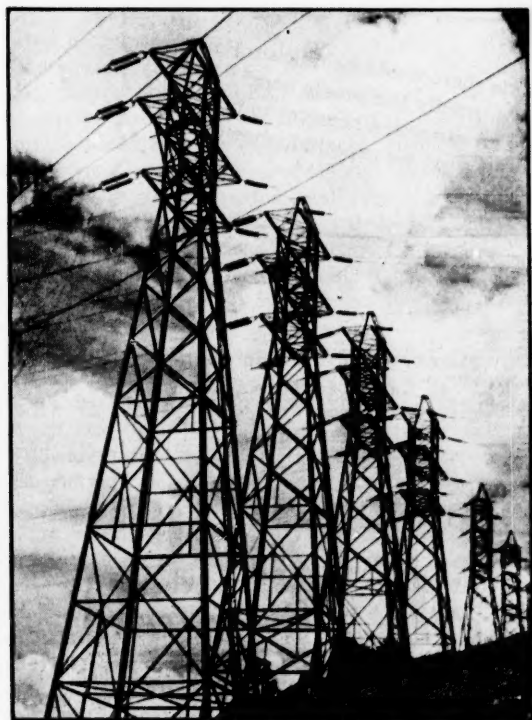


Duke Power Co.'s Dan River plant near Draper, N. C., has output of 150,000 kilowatts.

Virginia Electric and Power Company serves the northeastern corner of the State, principally an agricultural section but with some important industrial operations, and more on the way.

Natural Gas

Piedmont North Carolina is served with natural gas, with plans for considerable expansion in the near future. Transcontinental Pipeline's 30-inch main crosses



Transmission Lines—Power for Industry.

the State diagonally, entering near Charlotte in the south central Piedmont, to the border north of Burlington, in the north central portion.

From this main line, four Tar Heel companies take the gas and serve a number of industrial centers, including Charlotte, Gastonia, Winston-Salem, Asheville, Greensboro, Durham, and Raleigh, and smaller cities and towns.

WATER

In the water-rich costal plain, North Carolina enjoys a high average annual rainfall which is translated into a rich supply of water for industry. Average annual rainfall ranges as high as 80 inches a year in parts of the Western North Carolina highlands. Average rainfall is 49.85 inches.

Large ground supplies are available in the coastal plain, and surface water supplies are large and have good chemical quality generally.



Typical of streams that supply industry with abundant water.

In the Piedmont plateau and Appalachian regions, ground water is available from bedrock and larger supplies are to be had from thin alluvium along streams. Local shortages occur, but remedial measures are being undertaken. Large industrial and municipal supplies are obtained from streams. In the mountains, tremendous volumes of water are used for the manufacture of paper and synthetic textiles, and an elaborate series of dams impounds water for the production of hydroelectric power, both by private industry and the TVA.

An extensive survey of the state's water resources was authorized by the 1953 Legislature and is in progress under the direction of the Division of Water Resources, Inlets and Coastal Waterways within the Department of Conservation and Development. Facilities of this division, whose responsibilities encompass the development of navigable waters in the eastern part of the State, both for commercial and pleasure boats. It also is continuing its cooperative program for obtaining and studying data pertaining to surface waters.

It cooperates with other agencies in making chemical analyses of water supplies, and operates 140 stream-gauging stations on major watersheds.

NORTH CAROLINA'S *4-A MANPOWER EXCELS AS PRODUCTIVE LABOR

The all-important question in the minds of every industry, about the supply and character of manpower, is satisfyingly answered by these *4-A qualities of North Carolina's labor resources—both men and women:

***1—ABUNDANT**—Tenth in the nation in population, with substantial annual increases. Of the present total labor force—more than 1,500,000, with 987,000 in non-agricultural employment—a growing supply is being freed for industry through the rapid mechanization of farming.

***3—AGREEABLE**—Willing to cooperate in any equitable experiment for obtaining increased productivity; open-minded about new methods and more efficient machines; appreciative of fair treatment, with an excellent record of management relations.

***2—ABLE** (and dependable!)—Native-born, intelligent and well-schooled, with natural resourcefulness and a high level of ability; vigorous people who are accustomed to working wholeheartedly, to sharing responsibilities and taking pride in achievements.

***4—ADAPTABLE**—Possessing an unusually high degree of "trainability", quickly supplementing original abilities with new skills for specific jobs, eager to learn through training courses provided by the community, State or industry.

WESTERN ELECTRIC'S EXPERIENCE —

"We knew when we came to North Carolina there would be much training involved and we were concerned about how rapidly the people here would adjust to our work. We were agreeably surprised however to find the training requirement to be less than half what we expected, showing how adaptable the people are."

And productive labor is supported by many other assets—an abundance of power, water, raw materials . . . all forms of transportation . . . stabilized tax structure . . . nearness to major markets . . . year 'round mild climate . . . stimulating recreational and cultural opportunities. Additional data and current plant site availabilities will be promptly supplied by—

**Friendly
North Carolina**
Where
Industry Prospers



Ben E. Douglas, Director

DEPARTMENT OF CONSERVATION AND DEVELOPMENT, Raleigh, N.C.

LABOR AND LIVING

In North Carolina Industry Is Close To Home and Recreation

Herman Shehan is employed in one of the most modern textile mills in America, but he and his family are still down on the farm. They like it that way.

Shehan is one of the 300 employees of the Hatch Mill near Columbus, North Carolina, which was opened by Deering-Milliken in 1951 to produce fabrics from wool and orlon. Hatch has many characteristics in common with a large percentage of other new industrial plants in North Carolina. It is located in a rural area; it represents modern design and engineering for the greatest possible efficiency of operation and comfort to its workers; it is accessible by paved highway and has a large parking lot for workers' automobiles rather than a cluster of company-owned houses.

Herman Shehan has much in common with thousands of other mill employees in North Carolina. He owns his own home; he commutes to work by automobile (he has a transportation pool with fellow employees to save expense); in addition to good wages and working conditions he enjoys the benefits of state and federally operated roads, parks and recreation areas in a region where outdoor recreation is possible the year around.

Hatch Mill is in Polk County at the foothills of the Southern Appalachians. From Shehan's home it is only a short drive to the Great Smoky Mountains National Park, Nantahala and Pisgah National Forests; and the fishing streams and golf courses of nearby mountain resorts.

Shehan has friends who are employed by Ecusta Paper Company's huge plant near Brevard. They enjoy similar advantages, with their place of employment located at the gateway to Pisgah National Forest and its trout streams, picnic spots and camping areas. The same thing is true of the employees of such industries as Enka Rayon, International Resistance Corporation, American Thread Company, Dayton Rubber Company, Belding Corticelli, and other industrial concerns with plants newly located or expanded in the North Carolina mountains.

In Piedmont North Carolina are the vast cigarette, furniture and textile plants—some of them are located near large cities than Hatch, Ecusta or American Thread, but all of them are convenient to open countryside and public recreation facilities. Workers in the Piedmont can plan weekend or daylong outings to the mountains if they wish a change of scene, just as mountain industrial personnel may drive to the large Piedmont cities for shopping or visiting friends. Further east, industrial workers may enjoy public recreational facilities close at hand or drive to the North Carolina coast for fishing, surf bathing, boating, or waterfowl hunting.

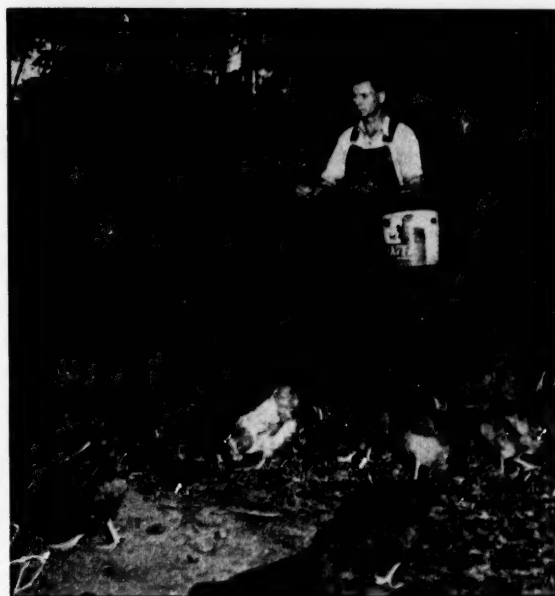
Many of North Carolina's larger mills maintain their own recreation departments and even their own parks and camping sites. Through their personnel and



Herman Shehan tends a carding machine at the Hatch Mill, Columbus, North Carolina, where he has been employed ever since the plant opened in 1951. Interior of streamlined, windowless plant is completely air-conditioned, air is changed every 15 minutes. Hatch manufactures wool and orlon fabrics.

employee recreation divisions they carry on extensive recreation programs which include handicrafts, bowling or softball leagues, baseball teams, hiking and camera clubs.

When Hatch located its new plant in Polk County, Herman Shehan planned to work about six months to get some cash ahead and make improvements on his 85-acre farm. When he found that he could continue the operation of the farm at the same time he held



His day's work at the mill over, Herman Shehan feeds the chickens on his farm. Shehan commutes to his job by automobile, shares a car pool with fellow workers to cut down expenses.

his textile job, he remained with Hatch. Since beginning his job he has bought paint for his six-room house, improved his herd of dairy cattle, bought an additional 104-acres of land in another location in order to grow feed for the extra cattle, and improved his pastures. He has chickens, fattens a few pigs each year, is planning to build a grade-A dairy barn. His children attend a consolidated school, to which they are taken on a free school bus.

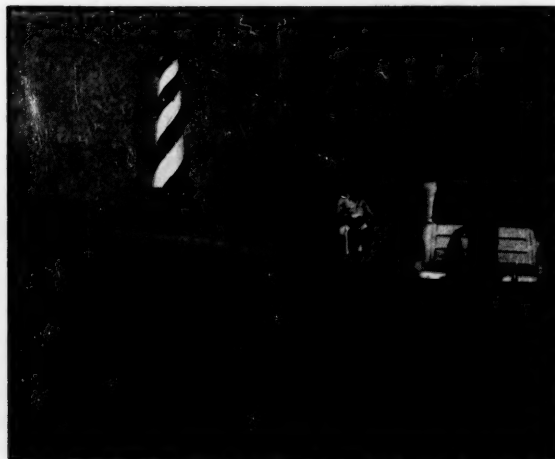


Square dancing—Old fashioned figures are quite popular in the Tar Heel State.

Not all of North Carolina's army of industrial workers live on farms, of course, and not all would want to. Some prefer life in a city or small town, others like the advantages of a mill community. Some actually live in town and drive out into the country to their looms and spinning frames. At American Thread Company's new plant in McDowell County, for example, part of the staff comes from the towns of Marion, or Old Fort some 15 miles away, and part from the surrounding farms and rural communities. But, with good roads and modern transportation, they do not have to be uprooted from their customary pattern of life in order to enjoy the advantages of an extra cash income from industrial employment.

For their annual vacations as well as their days or weekends off they can choose from a wide variety of recreation spots within the boundaries of their own state.

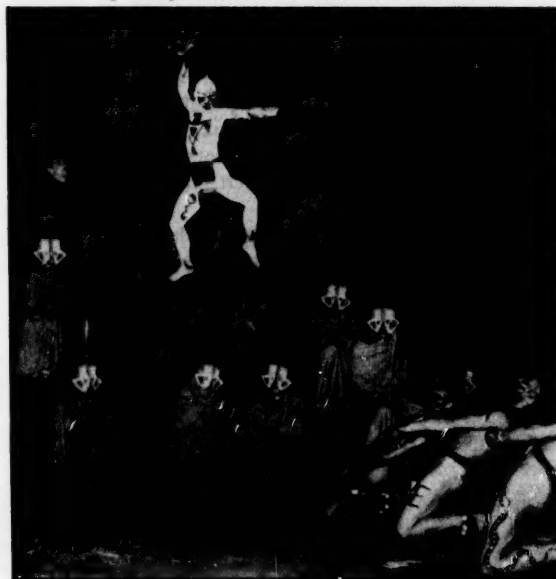
Three National Parks are located in North Carolina: The Great Smoky Mountains National Park, the Blue Ridge Parkway, and the new Cape Hatteras National Seashore Park. Some 1,107,000 acres of North Carolina are in National Forests. From the mountains to the sea North Carolina's State parks cover more than 15,801 acres and offer camping and picnic sites, swimming, boating, and hiking. Along 70,000



Historic Cape Hatteras Lighthouse on Hatteras Island is now accessible by paved road. The Lighthouse and the surrounding area, formerly a state park, are now a part of the new Cape Hatteras National Seashore Recreation Area.



Fishing is close to home for North Carolina workers, in rivers and lakes from coast to mountains. This is rock fishing, especially famous on the Roanoke River.



American history is re-enacted in five outdoor dramas in North Carolina. The plays are presented in amphitheaters seating from 2,500 to 3,000 people.

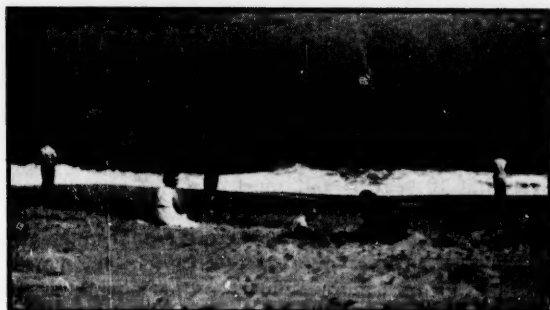
miles of paved highways are more than 300 roadside tables and 18 roadside parks complete with picnic tables, fireplaces, and rest rooms. Within the state are four National and 6 state historical site parks, three wildlife refuges and 12 wildlife management areas.

There are 85 summer camps in North Carolina, 14 religious assemblies, and a year round succession of fairs and festivals. The state's history is presented by five outdoor dramas staged in open air amphitheatres each summer.

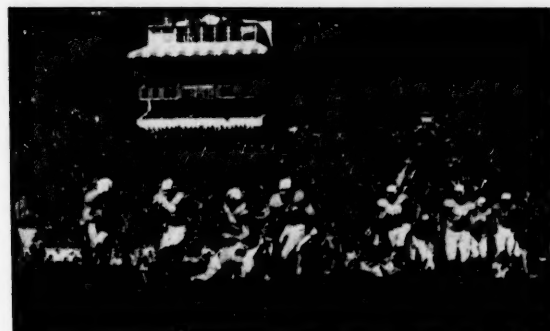
Along the coast and throughout the mountains are hundreds of motels, guest homes, hotels, inns and trailer parks with a wide range of prices to suit the pocketbook of the average industrial employee and his family.

Many of the larger cities, and even a number of the smaller ones, have excellent municipal parks and recreation centers maintained for public use; often funds from industry itself or from its founders make these possible.

Directors of personnel or recreation in the various industries make good use of North Carolina's recreation and entertainment facilities. Tours of scenic areas, trips to historical sites or outdoor dramas, are sometimes sponsored by the firm, sometimes by the employee recreation clubs. One Piedmont mill owner saw an outdoor historical drama on the fundamentals of Democracy and thought it so worthwhile that he bought tickets and chartered buses to make it possible for his 500 employees to see it. Another sponsored a similar outing as a bonus for his veteran employees. Sometimes such an outing is a cooperative



Uncrowded beaches are for the whole family. Some like surf casting with big channel bass as the quarry.



Football, big games in big stadiums, is regular Saturday fare for hundreds of thousands of North Carolinians in autumn.



On Lake Lure, in Western North Carolina, visitors come from all sections of the country for boating, bathing, fishing. Scene shows Barbour boat, made in North Carolina.



Scenic overlook on Blue Ridge Parkway in northwestern North Carolina.



A million azaleas bloom for the annual Azalea Festival in Wilmington and thousands of workers take time off to celebrate.

venture, with the plant management supplying transportation and employees purchasing their own tickets. Annual picnics sponsored by many of the industries are held in State or National Parks.

The State Recreation Commission, with offices in Raleigh and staff workers in the field throughout the state, is always ready to assist industry with recreational problems.

Variety Vacationland

A 100-page book with 200 pictures tells the story of North Carolina mountains to beach recreational land. A copy and also the current issue of the quarterly "North Carolina Travel News" is yours for the asking. Address the Department of Conservation and Development, Raleigh.

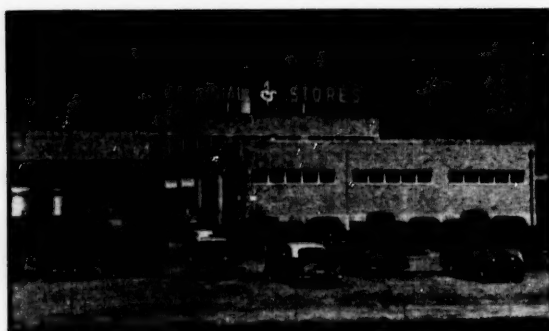


Markets are growing faster than population in North Carolina. To serve them, large businesses like National Dairy Products whose regional Southern Dairies, Inc., plant at Charlotte is shown above, are establishing and expanding facilities in the State. Over 70 dairy plants in 11 Southern states come under the executive guidance of this new headquarters.

MARKETS



Sears chose Greensboro for its mail order plant to serve the markets of North and South Carolina and parts of Virginia, West Virginia and Tennessee.



Colonial stores located this grocery distribution plant in Raleigh to serve the growing North Carolina market.

Since the last edition of *The North Carolina Story*, produced by MANUFACTURERS RECORD in the year 1950, consumer incomes and consumer purchases in the State have increased over 16 per cent.

Seven per cent of this gain must be chalked up to inflationary rise in prices, leaving a net solid gain in market potential over the three year span of 9 per cent.

It will be remembered that in the 1950 Story it was shown that purchasing power in the State went up over 250 per cent between 1939 and 1950.

Fully 200 per cent of that gain was attributable to price inflation, leaving a 50 per cent net gain in volume over that 10 year spread, most of which was directly related to war effort of one sort or another.

The record seems to show, therefore, that under the forced draft of wartime pressure, purchasing power grows at a much more rapid pace than during peacetime conditions.

Gain per year during the war period was 5 per cent; postwar gain is being stabilized at 3 per cent.

The divergency is not difficult to understand when it is remembered that overtime is the order of the day in wartime and the exception in peacetime.

Be that as it may, a three per cent per annum gain in actual commodity turnover, with population growing at half that rate, is a drawing card in any region's industrial development.

Looking first, then, at the market potential of the State as a whole, a general summary of North Carolina Business Activity as revealed in the 1953 Blue Book of Southern Progress is presented at the end of this article.

Income of \$4.5 billion, shown as the total in this table, was made available by private enterprise in 1952 for the purchase of goods and services. In addition, government balance of payments, (payments less taxes

paid on incomes), added another \$100 million.

In an economy of free enterprise a substantial portion of Income is converted into savings and finds its way into investment that expands industry and makes further gain in market potential possible.

North Carolina contributes its full share toward this goal, but still thereafter has annually, as in 1952, nearly \$4 billion left in liquid funds for the purchase of consumer goods and services.

To get a more intimate comparison of such data as Income and Expenditure, other tables from the Blue Book will be found to be more explicit.

But before presenting these tables it should be stated that the State is made up of a diversity of areas, each with its own individual marketing potential and characteristics.

Since 1950 the U. S. Bureau of the Census has issued a publication entitled "State Economic Areas."

In stories of Southern states published since the 1950 North Carolina Story, sectional divisions have been made in accordance with the outline of the aforementioned Census publication, and since future Census data are likely to be issued along this same line, com-



Saco-Lowell Shops at Sanford, which specializes in manufacture of textile machinery.

parison of data presented in this story will become more feasible through use of the Census concept.

By this concept the State breaks down into 16 regions of which eleven are rural or semi-rural, and five are metropolitan.

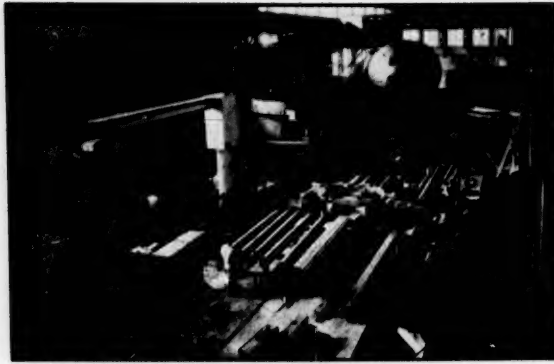
Table 2, Urban Business Volume and Table 3, Urban Income & Expenditure depict the Income-Expenditure situation as it existed in the five Cities in 1952.

Table—2 Urban Business Volume—1952 (\$ Million)

City	Urban Area	County	Manufacturing	Trade	Service	All Other	Business Volume
Charlotte		Mecklenburg	\$ 357	\$1,531	\$ 66	\$ 501	\$ 2,455
Greensboro-High Point		Guilford	543	675	42	275	1,535
Winston-Salem		Forsyth	812	276	28	163	1,279
Gastonia		Gaston	491	217	20	90	818
Raleigh		Wake	52	446	30	200	728
Durham		Durham	361	169	19	119	668
Burlington		Alamance	293	96	9	49	447
Asheville		Buncombe	120	202	26	80	428
Rocky Mount		Nash-Edgecombe	73	173	11	115	372
Reidsville		Rockingham	209	76	8	42	335
Wilmington		New Hanover	41	180	12	47	280
Salisbury		Rowan	112	94	8	50	264
Fayetteville		Cumberland	56	124	11	49	240
Goldsboro		Wayne	41	99	7	53	200
Wilson		Wilson	37	98	6	48	189
All Metropolitan			\$3,598	\$4,456	\$ 303	\$1,881	\$10,238
All Other			\$2,828	\$2,304	\$ 176	\$1,245	\$ 6,553
North Carolina			\$6,426	\$6,760	\$ 479	\$3,126	\$16,791

Table—3 Urban Income and Expenditure—1952

City	Urban Area	County	Population (000)	Total Income (\$ Mil.)	Per Capita Income	Consumer Sales (\$ Mil.)	Per Capita Consumer Sales
Charlotte		Mecklenburg	220	\$ 503	\$2,286	\$ 404	\$ 1,836
Greensboro-High Point		Guilford	213	377	1,770	330	1,549
Winston-Salem		Forsyth	163	294	1,804	185	1,135
Gastonia		Gaston	124	204	1,645	126	1,016
Raleigh		Wake	152	206	1,355	214	1,408
Durham		Durham	113	158	1,398	134	1,186
Burlington		Alamance	79	116	1,468	76	962
Asheville		Buncombe	137	122	891	153	1,117
Rocky Mount		Nash-Edgecombe	125	119	952	107	856
Reidsville		Rockingham	73	82	1,123	58	795
Wilmington		New Hanover	71	72	1,014	92	1,296
Salisbury		Rowan	84	75	893	75	893
Fayetteville		Cumberland	93	70	753	89	957
Goldsboro		Wayne	72	60	833	58	806
Wilson		Wilson	60	55	917	46	767
All Metropolitan			1,779	\$2,513	\$1,413	\$2,147	\$ 1,207
All Other			2,426	\$2,090	\$ 862	\$1,766	\$ 728
North Carolina			4,205	\$4,603	\$1,095	\$3,913	\$ 931



Truitt Manufacturing Co. at Greensboro, specializes in plate work and structural steel fabricating.

The vigor of North Carolina markets is evidenced by the data found in the foregoing tables.

But that is by no means the end of the matter.

While the five major metropolitan centers listed above contribute well over half of the State's entire market potential, the remainder is strategically located and well worth seeking and cultivating.

In addition to the five major cities of the State, with their industrial environs, all having populations of 20,000 or upward, there are 48 other urban centers, some small, but all growing, and all having 5,000 population or upward.

These smaller cities are widespread throughout the State, with one or more in each of the 11 Economic Areas of the State.

They are as follows, (County in parentheses):

Area 1: Canton, Waynesville (Haywood), Hendersonville (Henderson);

Area 2: Morgantown (Burke), Lenoir (Caldwell), North Wilkesboro (Wilkes);

Area 3: Graham (Alamance), Oxford (Granville), Chapel Hill (Orange), Roxboro (Person), Leaksville (Rockingham), Mount Airy (Surry), Henderson (Vance);

Area 4: Concord (Cabarrus), Lexington, Thomasville (Davidson), Mooresville, Statesville (Iredell), Asheboro (Randolph), Albemarle (Stanly), Hickory, Newton (Catawba);

Area 5: Kings Mountain, Shelby (Cleveland), Belmont (Gaston), Lincolnton (Lincoln), Forest City (Rutherford), Monroe (Union);

Area 6: Dunn (Harnett), Smithfield (Johnson), Sanford (Lee), Clinton (Sampson);

Area 7: Edonton (Chowan), Roanoke Rapids (Halifax), Williamston (Martin), Plymouth (Washington);

Area 8: Tarboro (Edgecombe), Kinston (Lenoir), Greenville (Pitt);

Area 9: Southern Pines (Moore), Hamlet (Richmond), Lumberton (Robeson);

Area 10: Washington (Beaufort), Elizabeth city, (Pasquotank);

Area 11: Moorehead City (Carteret), Whiteville (Columbus), New Bern (Craven).

The cities and towns just listed have populations ranging from 5,000 to 18,000.

Some are already important industrial centers. All are important centers of Trade.

Bearing in mind that the five major marketing areas of the State control one half of the State's full potential, it goes without saying that these other centers are not to be ignored.

While the Big Five will of course command first attention, the listing and cataloging of the Growing 48 will prove a profitable pastime for every marketer interested in developing new sales outlets.

Combining the total business volume of the State, as distributed among the 16 economic areas, the following and last table of this series will furnish an overall picture of the relationship between the various sections of the State.

Counties making up the following areas are outlined in color on the area map of the state on the reverse side of the double-page resources and transportation map in this issue.

Economic Area Business Volume—1952

Sales or Receipts—(\$ Million)

Area	Counties	Population (000)	Farming & Rural	Mining & Extracting	Construction	Manufacturing	Utilities	Finance	Wholesale Trade	Retail Trade	Services, Professions	Business Volume
1	16	271	\$ 65	\$ 9	\$ 11	\$ 190	\$ 15	\$ 4	\$ 38	\$ 131	\$ 12	\$ 475
2	5	172	25	*	15	295	10	3	37	99	12	496
3	11	495	136	2	99	1,098	34	43	223	350	52	2,037
4	10	470	79	2	101	1,251	47	16	151	384	55	2,086
5	7	340	60	1	51	858	52	13	199	233	37	1,504
6	6	239	130	*	20	127	4	4	89	121	14	509
7	9	206	104	*	9	112	8	4	75	118	12	442
8	7	383	190	*	83	220	39	17	307	238	34	1,128
9	6	293	96	1	48	241	10	8	136	208	27	775
10	7	89	34	*	5	28	3	2	38	61	6	177
11	11	362	106	*	41	122	31	13	182	212	26	733
A	1	137	12	2	29	120	18	23	85	117	26	432
B	1	163	12	*	52	812	62	36	152	124	28	1,279
C	1	213	19	*	130	543	52	74	427	248	42	1,535
D	1	220	9	1	244	357	163	84	1,263	268	66	2,455
E	1	152	34	5	53	52	64	44	298	148	30	728
N. C.	100	4,205	\$1,111	\$23	\$991	\$6,426	\$613	\$388	\$3,700	\$3,060	\$479	\$16,791

*Too small for tabulation.

North Carolina Statistics for 1952

BUSINESS VOLUME

Industry	Active Establishments (000)	Persons Engaged (000)	Income from Payrolls & Profits (\$ Mil.)	Output (\$ Mil.)	Output 1951 (\$ Mil.)	Output 1939 (\$ Mil.)
Farming	286.9	569	\$630	\$1,097	\$1,101	\$331
Other Rural3	7	10	14	13	4
Mining1	4	13	23	20	4
Raw Materials	287.3	580	\$653	\$1,134	\$1,134	\$339
Construction	5.4	118	474	991	708	76
Manufacturing	7.4	449	1,613	6,426	6,181	1,421
Processing	12.8	567	\$2,087	\$7,417	\$6,889	\$91,497
Utilities	3.7	80	374	613	601	97
Finance	3.9	31	175	388	355	85
Supplementary	7.6	111	\$549	\$1,001	\$956	\$182
Wholesale Trade	3.7	47	278	3,700	3,145	831
Retail Trade	30.5	180	713	3,060	2,690	633
Service Trades	17.4	115	286	479	465	160
Distributive	51.6	342	\$1,277	\$7,239	\$6,300	\$1,624
All Enterprise	359.3	1,600	\$4,566	\$16,791	\$15,279	\$3,642

MANUFACTURING

Industry	Active Establishments (000)	Persons Engaged (000)	Income from Payrolls & Profits (\$ Mil.)	Output (\$ Mil.)	Output 1951 (\$ Mil.)	Output 1939 (\$ Mil.)
Food9	21	\$ 70	\$ 487	\$ 478	\$ 69
Tobacco1	48	146	1,476	1,284	539
Textiles	1.1	234	867	2,870	2,688	550
Apparel2	15	33	127	123	19
Paper, etc1	9	66	197	244	26
Printing6	6	27	63	68	14
Chemicals2	10	86	259	343	51
Petroleum-Coal Prod.	*	*	1	1	4	1
Rubber	*	1	3	12	9	1
Leather	*	2	9	17	34	15
Nondurables	3.2	346	\$1,308	\$5,509	\$5,275	\$1,284
Lumber	3.0	37	108	300	305	46
Furniture4	33	81	276	239	59
Stone, etc.2	7	23	56	60	12
Primary Metals1	3	21	91	92	6
Fabricated Metals1	3	12	35	30	2
Machinery2	7	28	59	76	7
Electrical Machinery	*	10	24	67	68	*
Transp. Equipment1	2	6	20	22	2
Instruments	*	*	*	3	1	*
Misc. Manufacturing1	1	6	10	13	3
Durables	4.2	103	\$ 309	\$ 917	\$ 906	\$ 137
All Manufacturing	7.4	449	\$1,617	\$6,426	\$6,181	\$1,421

* Too small for tabulation.

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FINANCE—INSURANCE

North Carolina has a strong banking system, a large and rapidly growing insurance industry, and good facilities for trading in both securities and commodities markets.

An important element in the industrial development of the State has been the cooperation of bankers with business, and with over two billion dollars of resources in mid-1953, North Carolina's 180 state banks and 46 national banks were in the best position ever to serve the state's expanding industrial needs.

Aggregate resources of State banks have more than doubled in the last decade, and a proportionate increase has taken place in national banks.

Branch banking is more prevalent in North Carolina than in any other southern state. Including branches, there were in 1953 a total of 410 state banking outlets and 67 national banking houses.

Insurance

Only Florida leads North Carolina in the volume of insurance premium receipts.

Growth of this industry has been sound and steady in the Tar Heel State. A comparison of the last 20 years for which statistics are available shows this startling increase in the life insurance field:

Year	No. Companies	Assets	Insurance in Force
1931	16	\$ 86,268,072	\$ 299,143,163
1952	15	639,469,557	3,152,215,564

This shows that in that period life insurance com-

panies multiplied their assets 7.4 times and the amount of insurance in force by 10½ times.

The State's companies are characteristically home-owned and home-directed. In 1953 there were 27 insurance companies of all types with assets of \$657,464,559 and encompassing a capital investment of \$30,647,364. This proportion of assets to capital indicates the soundness of management and stable progress of the North Carolina companies.

The State rank in the southeast, according to premiums collected in 1952, is shown below.

(Ranked by total premium received in 1952)

	Life Premiums R'cd.	Casualty Premiums R'cd.	Total
Florida	\$131,385,000	\$200,299,476	\$331,684,476
North Carolina	125,792,000	165,094,242	290,886,242
Georgia	132,305,000	158,126,343	290,431,343
Louisiana	82,221,000	151,197,805	233,418,805
Kentucky	81,852,000	121,756,281	203,608,281
Alabama	95,740,000	104,924,498	200,664,498
Tennessee	100,910,000	85,850,860	186,760,860
Virginia	4,511,000	159,920,626	164,431,626
South Carolina	72,799,000	89,285,351	162,084,351
Mississippi	34,299,000	75,344,323	109,643,323

Securities and Commodities

North Carolina has strong local securities and commodities commission houses and branches of many important metropolitan firms. They are conveniently located throughout the State. In Charlotte there is the largest concentration of such offices in the Southeast—eight branch offices of New York Stock Exchange houses and five independent firms.

TRANSPORTATION

Accessibility is Keynote to North Carolina's Strategic Market and Marketing Opportunities

North Carolina is 10th in the nation in population, yet two-thirds of its residents live in rural areas with easy accessibility to cities and towns, thanks to excellent systems of highway, rail, water and air transportation.

The State has outstanding highway facilities, ranking sixth in the nation with 29,450 miles of hard surfaced roads. In 1953, North Carolina completed a four-year program of paving secondary roads, reaching into every nook and cranny and totaling more than 12,000 miles. This feat is unparalleled in America.

North Carolina maintains more miles of road than any other State. It has no toll roads or ferries. The North Carolina State Highway and Public Works

Commission has jurisdiction over more than 70,000 miles of roads, more than any other road governing body in the world.

Rail Service

The State is interlaced with the main lines of five major railroads, the Southern, Norfolk Southern, Atlantic Coast Line, Seaboard Air Line, and Clinchfield. These and smaller lines have a total of 4,531 miles of railroads in the State, reaching from the coast to the mountains and from north to south.

Railroads figured heavily in the pioneer development of North Carolina, and have contributed much to the State's progress.

At Salisbury, the Southern has a large freight classification yard, where freight in less than carload lots is collected, and freight cars are filled, sealed and transported to distant points. Seaboard, late in 1953, announced plans for a large freight classification yard at Hamlet, another pivotal rail center in the State.

Trucking Industry

As highways have been built, North Carolina's trucking industry has grown accordingly, serving industry from one end of the State to the other, on both intrastate and long line basis. The State's 241,308 trucks in 1953 ranked third in eastern America.

The State's 454 regulated franchise carriers had 7,994 trucks registered in 1953, and it is this group that works most closely with industry, supplying them with equipment and raw materials, and transporting the finished product to markets all over the nation.

According to the Interstate Commerce Commission, North Carolina has 52 Class I carriers (income in excess of \$200,000) domiciled within the State, more than in any other state. The nation's largest trucking combine, Associated Transport, was founded in North Carolina.

The trucking industry has also adapted itself to handle problems peculiar to special types of industries—chemicals, dyes, adhesives—which must be protected against extreme temperature changes.

Ports and Waterways

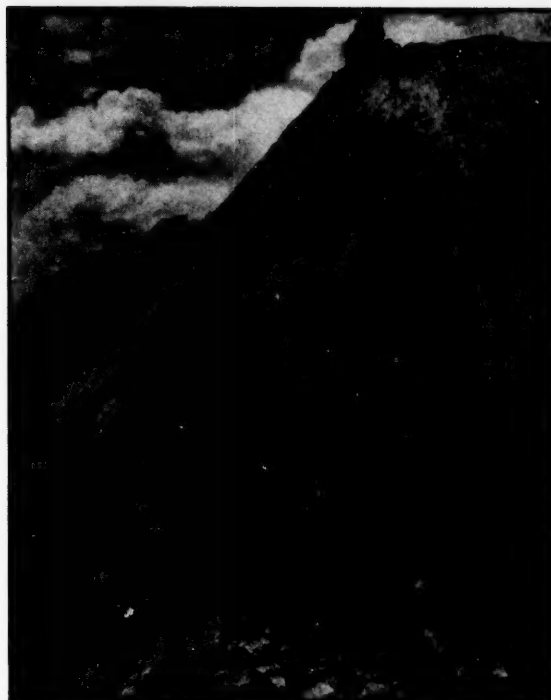
Less than 50 years ago, the port at Wilmington ranked with other large Atlantic ports in tonnage, and this city on the Cape Fear River, along with Morehead City 110 miles north, is making a comeback as a main export-import factor for North Carolina industry.

The 1949 General Assembly of North Carolina authorized establishment of State ports at these two points. About \$4,500,000 was invested at Wilmington, and \$3 million at Morehead City, being financed with self-liquidating bonds.

Facilities now constructed at Wilmington include a steel and concrete dock, 1,505 feet long and 200 feet wide, two 450 x 162 foot transit sheds, warehouse with 82,500 feet of floor space, and a 100-car freight classification yard.



The Atlantic Coast line is one of the railways serving the port of Wilmington.



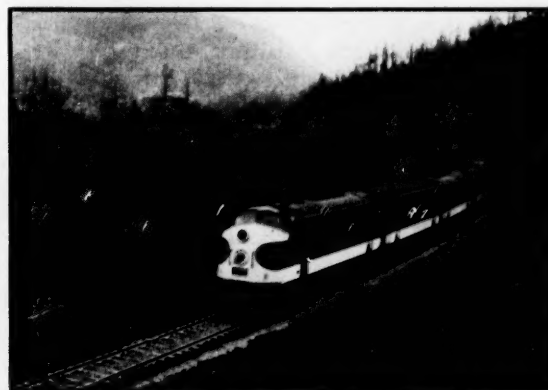
This mountain of earth was piled up in building the new U.S. 70 across the Blue Ridge Mountains to Asheville, a major commercial artery.

A new dock, 1,134 x 150 feet, has been constructed at Morehead City, as has a transit shed and two warehouses of 60,000 square feet each.

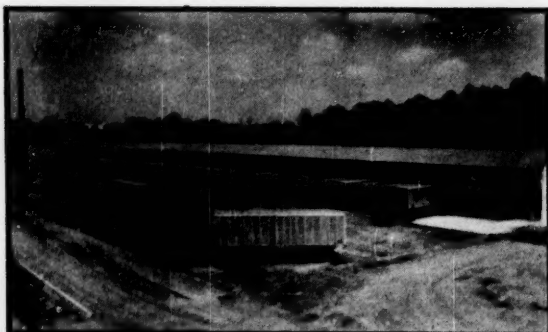
Morehead City is connected with the central part of the State by the State-owned Atlantic and North Carolina Railroad, operated by the Atlantic and East Carolina Railway. This road connects with the Atlantic Coast Line, Norfolk Southern, and, indirectly, with Seaboard.

The Seaboard and Atlantic Coast Line railroads serve directly the State port terminal at Wilmington, home of the latter.

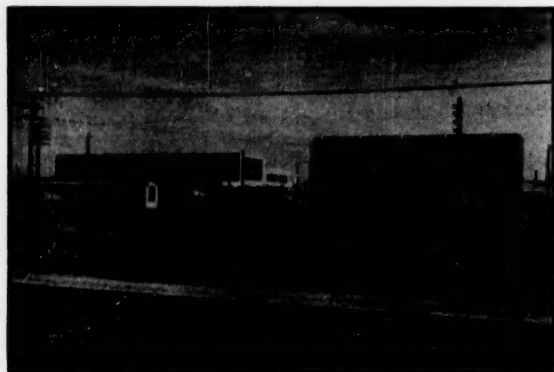
Barges and pleasure craft ply inland waters and principal river ports include Fayetteville, Washington, Elizabeth City, New Bern, and Greenville. The Intra-Coastal Waterway extends the breadth of the State, carrying important traffic.



Southern Railway tonnage train on Saluda mountain grade leading into Melrose, N. C.



McLean Trucking Company's terminal and general offices at Winston-Salem, occupies 22 acres and has dock area of nearly 80,000 square feet.



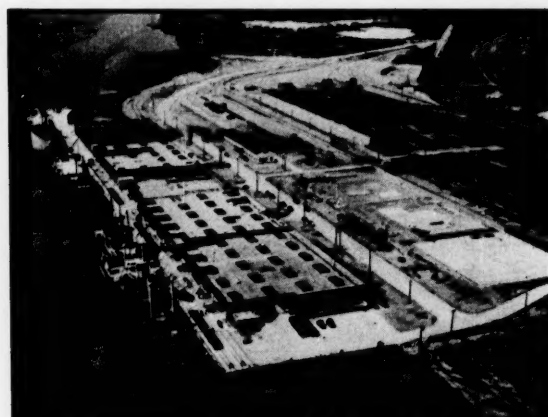
The Seaboard is building a new \$10,000,000 railway service center at Hamlet, North Carolina, including a large diesel repair shop and extensive transfer yards.

Six airlines serve North Carolina, Capital, Delta, Eastern, National, Piedmont, and Southern airways. Piedmont's headquarters are in Winston-Salem. All of the larger urban centers of the State are served by airlines, and a number of smaller towns are served by feeder lines.

Bus service is ample in the State, with 85 common carriers and 33 contract carriers, operating 1,895



The new port at Morehead City handles, among other things, export cargoes of North Carolina's principal crop—tobacco.



The Wilmington Port Terminal, administered by the N.C. Ports Commission, offers good dock and storage facilities and all forms of land transportation.

buses. Greyhound and two companies in the Trailways system are headquartered in the State.



The Smith Reynolds Airport at Winston-Salem, one of the finest in the south. Poised for take-off are two passenger liners of Piedmont Air Lines, serving five states, with headquarters in Winston-Salem.

RE-CHECKING

Editor Finds Impressions of South Over 5 Years Old Out of Date

By STANLEY E. COHEN

Washington Editor
ADVERTISING AGE

If your impressions of the South Atlantic states are more than five years old, you had better make a re-check. Make no mistake about it, these states are "on the march." The smartness of the retail shops reflects the prosperity of the cities. The handsome schools and the new air-conditioned factories that dot the countryside herald the awakening that is reaching into rural areas.

For nearly four weeks my wife Marjorie and I had the pleasant assignment of driving some 4,000 miles on a circuitous route through the District of Columbia, Virginia, the Carolinas, Georgia and Florida, "to talk with people—find out what is happening and what it means."

From a strictly professional point of view, this is a dangerous kind of reporting. Inevitably we absorbed much "hearsay" and overlooked important developments. Nevertheless, these are things you see and hear if you travel, as we did, at a leisurely pace, stopping to talk with farmers, business men, teachers, workers, children—anyone who looked interesting or willing to strike up a conversation.

We have come back convinced we visited an area that is developing so rapidly you can almost see the new life and hope sweeping through the land.

Neat new homes—some modest, some remarkably elaborate—seemed everywhere along the highways. Starched and polished children—a few carrying their shoes in their hands—shuffled toward the big and recently expanded central schools. Big city merchandising—with a touch of small town charm—offered the latest in brand name goods, from Christian Dior dresses on Raleigh's Fayetteville St., to poodle cloth gloves in fashionable kasha color for the consideration of the style-conscious ladies of Greenwood, S. C.

In the Piedmont, that heavily industrialized, sickle-shaped hill country that follows the 500-foot elevation mark from the foothills of Virginia's Blue Ridge Mountains through the western half of the Carolinas to northwest Georgia, the towns and small cities teem with new factories. New distribution centers like Charlotte and Greensboro, N. C., survey their rapid growth and speak bravely of overtaking Atlanta.

Editor's Note: The excerpts comprising this article are from the story by Stanley E. Cohen, Washington Editor of Advertising Age, which appeared in the issue of Nov. 2, 1953, and are reproduced with his permission and that of the publisher. The entire article dealt with the South Atlantic states as a whole, and the excerpts that follow contain most of Mr. Cohen's general observations, but his specific references are confined in most part to those about North Carolina.



The old mill village is disappearing in North Carolina, in favor of modern community developments complete with shopping centers and parking space to spare.

To the east, in the tidewater plain, that strip of cotton-peanut-tobacco country, perhaps 100 miles deep down the whole sweep of the Atlantic seacoast from Virginia to Florida, the little agricultural towns are sprucing up, hunting with increasing success small industrial plants to absorb the workers who have been displaced by the mechanization of agriculture. Port cities which once lived only to export cotton and naval stores are importing many times as much as they export, now that the South processes its own materials for the use of its own developing market.

It is, naturally, impossible to detail the industrial growth of the region. But a few examples will suffice. And incidentally, it is interesting to note that (following the discovery years ago by textile mills in the Piedmont area that rural folk have no objection to driving 20 or 30 miles over straight, flat highways to work) virtually all of the area's new industrial plants are on the edge of cities, or in small towns handy to good roads, with an increasing number being attracted to the small agricultural cities and towns which formerly depended solely on cotton and tobacco.

The Piedmont, with its moderate climate and picturesque terrain, has had textile and cigaret manufacturing for more than half a century. As recently as 10 years ago, however, its textile mills made chiefly gray goods. The finishing—where the real profits are made—was done in the North, and the textile workers of the South were bringing home as little as \$10 a week.

Now the Piedmont bristles with industry. U.S. 29, the north-south highway running from Lynchburg, Va., through Greensboro, Charlotte and Spartanburg to Atlanta, serves towns which have about half the nation's textile spindles. It runs through the heart of North Carolina's big furniture industry, and it bisects the cigaret and electronics towns which spread east and west, from Raleigh to Asheville.

With the southern textile industry completely diversified, the gray goods no longer go north for finishing.

Specifically About North Carolina

The old textile and tobacco cities are capturing a good share of the new industrial growth. Greensboro,

N. C., where the Cones pioneered in textiles half a century ago, now gets ten times as much income from manufacturing as it does from agriculture. Greensboro has electronics, and it's getting a new Old Gold plant.

At Raleigh, the old textile mills have been modernized, and a Westinghouse plant, to make meters, will employ 2,500 people early next year. . . At Raleigh, American Woolen Co. has one of the many new woolen mills recently opened in the South. . .

New electronics plants at Asheville, Raleigh, Winston-Salem and other North Carolina cities this year alone meant 9,000 jobs that didn't exist before.

As trade centers, Charlotte and Greensboro both "shoot" at Atlanta. Also, we found their media people shooting at each other. Both count the population of their trading areas in the millions. After driving the 90-mile "golden strip" between the two, we were sure of one thing: there is plenty to go around.

Johnny Gilbert, North Carolina born and bred, the traveling salesman who brought the kasha-colored poodle gloves to Greenwood, told how the Carolina-Virginia salesmen's group had built a \$230,000 "radio building" in Charlotte as a permanent showroom where salesmen can show their lines. "Charlotte is a terrific market," he declared. "Buyers from as far away as Alabama come up there, even though they know I will show the same line in Atlanta in another three weeks."

Sam Hair, a Chicago adman who has built an important outdoor advertising business in Charlotte, was commenting on the rapid growth of its corps of executives and middle-class white collar workers. He estimated Charlotte has offices of 600 national firms. It recently became "home office" for Duplan and Southern Dairies. Another influx of white collar people is set for the near future when Celanese Corp. completes its new headquarters building, now under construction.

Often we found "immigrants"—business men from other areas—playing major roles in the South's redevelopment. Newcomers like Sam Hair are active in civic affairs; for example, he's chairman of a special committee of the chamber of commerce fighting for additional air service for Charlotte.

A good many southerners are convinced that stable labor supply, "independent native labor," and the conventional advantages discussed in serious sessions of the board of directors are only a backdrop for the real human reasons for moving plants and offices to the South. Recreational facilities, climate and the slower

tenor of living play a mighty important part, we were told.

"Business men take plant locations where they think the living will be pleasant," Jonathan Daniels had told us in Raleigh. "They want to be near a country club."

We thought he was exaggerating, until a sportswear salesman in Greensboro proudly told us that this city has more golf courses per capita than any city in the world, and his companion, an ex-New Yorker who operates five ready-to-wear stores, told us he had played that afternoon. "Back in New York that would be a project," he said.

The Norfolk & Western and the Southern railroads, which do a great deal of industrial expansion advertising, stress this pleasant living theme heavily in their ads. The climate gets a big play, too, as well as an appeal to the Caesar complex: "In our community you can be a big fish in a small pond."

In Asheville, impressed with the displays in the windows of "The Man's Store," we went in to chat with the owner. Instead we met—completely by accident—a former suburban Washington neighbor, who was the store's buyer. "I love it here," he said. "It takes me five minutes to get to or from work. That's two more hours of freedom for me every day."

Distribution, Service Businesses Also Boom

The prosperity of the country-side wells up in the big distribution centers. It's no secret that Atlanta, at the southern tip of the Piedmont, ranks as the business capital of the southeastern states. With more than 3,300 national firms maintaining sales offices, warehouses and assembly plants there, Atlanta seemed confident it will retain its crown. . .

But the upsurge in business in the Southeast created room for other distribution centers. At Greensboro, there's a big colony of traveling salesmen. "It's a good place to live, and it's handy to the whole Virginia-Carolina territory," one of them explained.

Living and Working Conditions Moving Up

Southern industrialization started on a lower-wage and independent, union-resisting basis, but few industrialists expect this to continue for long. Actually, working and living standards appear to be rapidly approaching levels in other sections of the country.

One textile plant operator told us he pays his help 75¢ an hour, but there is an incentive bonus which makes their ultimate take-home pay run only 6¢ to 8¢ below that of northern plants. Sacony pays the same scale it pays in the North, and a sewer-pipe plant in Columbia pays the same scale it pays New Jersey workers.

At present, we were told, most textile workers make \$50 to \$60 a week, and a good percentage buttress their income by parttime farming. One young man who makes \$75 a week in a textile mill told us he invested his savings in a combine and last year grossed \$8,000 renting it to farmers.

For the most part, the textile mills appear to be encouraging home ownership among workers who have pulled both feet off the soil and moved to town. . .

The "mill town" is a thing of the past, we were told repeatedly. . .

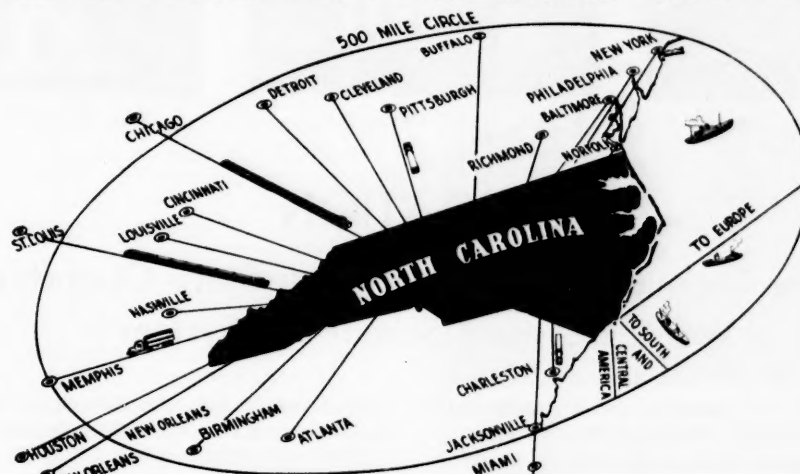
BUSINESS AND MANUFACTURING VOLUME FOR 10 SOUTHEASTERN STATES

(Ranked according to 1952 totals)

	(millions)			
	all enter-	mfg.	farming	distribu-
	prises			tive
North Carolina	\$16,791	\$6,426	\$1,097	\$7,239
Georgia	13,222	3,914	802	6,797
Tennessee	12,857	3,278	649	7,325
Virginia	12,796	4,323	617	5,781
Louisiana	10,839	3,017	488	4,832
Florida	10,314	1,278	493	6,418
Kentucky	10,142	2,886	688	4,868
Alabama	9,137	2,864	580	4,275
South Carolina	7,413	2,742	472	3,081
Mississippi	5,123	1,060	732	2,602

ACCESSIBLE *North Carolina*

Within 500 miles of North Carolina is more than half the total population of the United States—representing a multi-billion dollar market for the products of the State's varied industries. Traffic out of and into that area profits by North Carolina's easy accessibility at all seasons by highway, rail, water and air.



A highway system of more than 70,000 miles serves you in North Carolina . . . plus 5 major trunk line railroads . . . 6 commercial air lines . . . 130 regulated motor passenger carriers . . . 454 franchised highway freight and express carriers . . . two ocean ports with the latest-type equipment . . . the Intracoastal Waterway along the 320-mile coastline . . . and navigable rivers.

OTHER ADVANTAGES ENJOYED BY NORTH CAROLINA INDUSTRIES:

LABOR—Vigorous, intelligent, quick to learn new skills, giving maximum productivity in an honest day's work.

RESOURCES—Plentiful raw materials . . . water, lumber, minerals, sea products, farm crops, an abundance of hydro- and steam-generated power in all areas.

RECREATION—The key to contented living for employees and executives alike. Sports and cultural opportunities abound, with both public and privately operated facilities available throughout the State, easily accessible from any section.

TAX STRUCTURE—Stabilized; no major tax change since 1933, franchise rate reduced in 1947; **BUDGET BALANCED!**

CLIMATE—Ranges from brisk in the mountains to sub-tropical on the coast; few extreme fluctuations, year 'round outdoor working conditions.

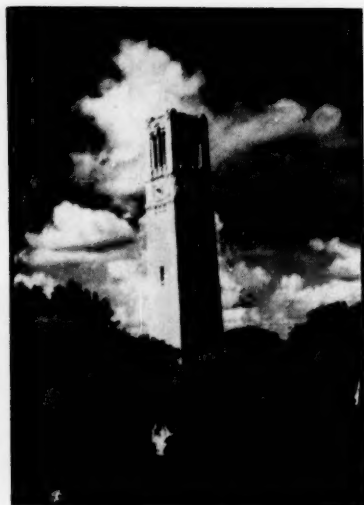
New industries—and expansions of present industries—are cordially welcomed. Interesting additional facts about the State, and a copy of the current plant site list, may be obtained by contacting—

Ben E. Douglas, Director

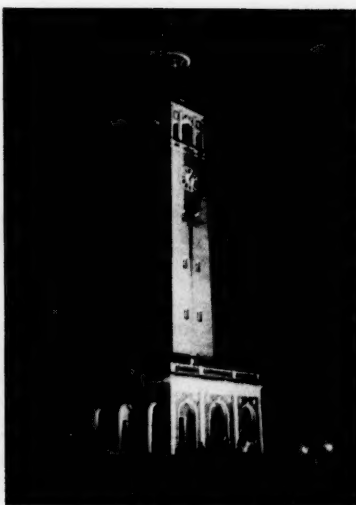
DEPARTMENT OF CONSERVATION AND DEVELOPMENT, Raleigh, N.C.

**Friendly
North Carolina**
Where
Industry Prospers

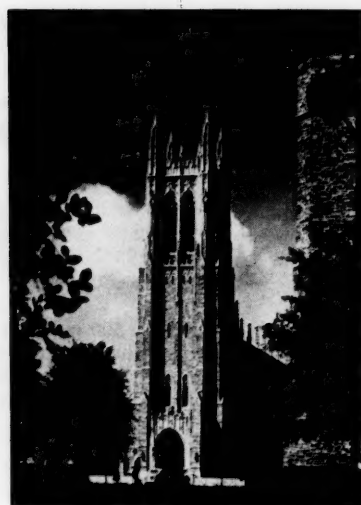




N.C. State College, Raleigh



U. of N.C. Chapel Hill



Duke University, Durham

EDUCATION

More Technical Courses Offered; State Operates World's Largest School Bus System

Technical education is being expanded rapidly in North Carolina—from the vocational class in junior high school right through to the college degree, graduate study, and on-the-job training.

Young Tar Heels are taking advantage of these opportunities, too. In mid-'53 more than 10,000 pupils were enrolled in trade and industrial education courses in colleges and 113 public schools throughout the state.

These courses range from graduate work in textiles at N. C. State College to day trade units, regular school course evening class, formed to give additional knowledge or skill to persons already employed, and part-time classes, provided during the working day for persons who have left school and who are employed or will be employed upon completion of training.



School of Textiles, N.C. State College

These courses are administered by the North Carolina Department of Public Instruction, as part of the regular school program.

This state agency also operates the North Carolina Vocational Textile School at Belmont, in the heart of the textile area, and the only one of its kind in the nation.

Textile School

The job of turning out full-blown textile men goes to the North Carolina State College School of Textiles, which educates young men and women in every phase of textile production, and also serves as a research center for textile firms in the state.

In the last few years, the school has emphasized wool and synthetics, training its students (about 450 each year) in the production of yarns and fabrics, from test tube to woven material.

North Carolina is also assured an ample supply of trained men for industry other than textiles, with the State College School of Engineering producing a constant stream of graduate engineers in all major fields.

This school in 1952 established and is operating the Gaston Technical Institute at Gastonia, which is training technicians on a short-term basis, as contrasted with engineers who take the full four years of study, and are taught the theory of designing, etc.

At the Gaston school, the student is given one year of terminal technical courses, in a curriculum range described as "intermediate between the high school and vocational school on one hand, and the engineering college on the other."

Public Schools

North Carolina has 950,000 youngsters enrolled in its public schools system, and 445,000 of these children are transported 262,700 miles a day in 7,100 buses, the largest school bus fleet in the world.

And whether the pupil lives in the sparsely populated Outer Banks region on the coast, or in the mountain coves of the Great Smokies and Blue Ridge to the west, or in populous cities, he is guaranteed nine months of school each year, through the 12th grade.

Contrary to the local-support-with-state-aid pattern of school financing in most of the nation, North Carolina for 20 years has operated its schools for a standard minimum term, and permitted the counties and cities to supplement this state-provided minimum.

In the years 1949-53 there was \$130 million capital outlay for school construction in the state, from state and local funds, and an estimated \$150 million is the estimate for construction in current quadrennium.

The State Department of Public Instruction each year invests about \$90 million in the school program, by far the largest single item in the state's budget.

Higher Education

For education above the high school level, there are 32 fully accredited senior colleges in North Carolina. Of these, 12 are state supported (including the only state-supported liberal arts college for Negroes in the nation). Total enrollment in 1953 was 42,840.

The three largest state-supported colleges, University of North Carolina, State College of Agriculture and Engineering, and Woman's College of the University of North Carolina, are operated within the Greater University of North Carolina frame-work. The state has six tax-supported teachers colleges, three for white and an equal number for Negroes.

Duke University (Methodist), Wake Forest College (Baptist), and Davidson College (Presbyterian), are among the 14 fully accredited senior colleges in the state, operated by church groups and other private organizations. Begun 30 years ago, Duke is one of the most heavily endowed institutions in the nation (named for James Buchanan Duke, pioneer in the tobacco industry) and is constantly growing.

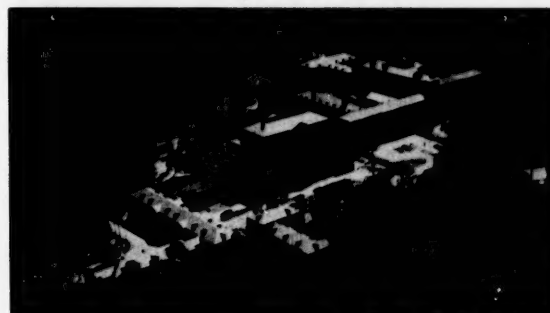
Wake Forest is occupying a new campus at Winston-Salem, under large endowments from the Baptists of the State and the Reynolds tobacco interests.

Davidson College recently elevated its graduation requirements, placing it on a scholastic plane well above average for accredited senior colleges in the United States.

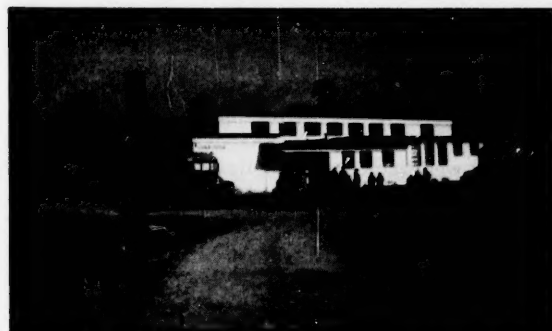
There are 21 accredited junior colleges in North Carolina, and one theological seminary, Southeastern Baptist, which has been established on the original Wake Forest campus at Wake Forest.



Technically trained graduates of North Carolina schools swell its growing labor force.



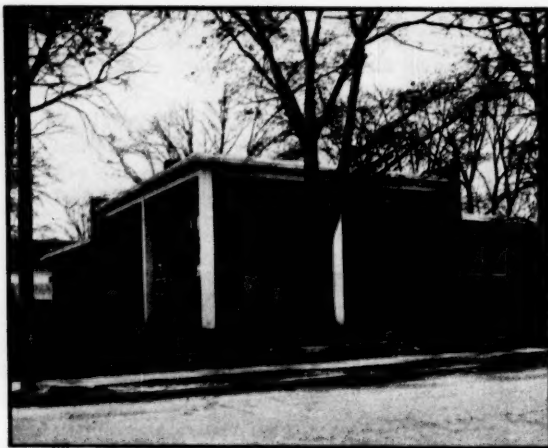
North Carolina Memorial Hospital at the University at Chapel Hill.



Consolidated schools have replaced small schoolhouses for the most part in rural areas.



Modern architecture marks new urban schools in North Carolina.



Health centers and hospitals bring public health facilities within easy reach from anywhere in North Carolina.

HEALTH

Only one other state can equal North Carolina's complete geographical coverage with county health departments, including doctors, nurses, and sanitariums. Three cities, Charlotte, Asheville, and Rocky Mount, also have separate city health units.

Every one of North Carolina's 100 counties has public health facilities, and 95 per cent of the state's population have hospitals available in their counties, while the other five per cent have access to hospitals in adjacent counties.

Administration of the county programs is carried on in health centers, located usually in the county seat town. Immunization clinics and preventive medicine programs are offered in the center itself, and in the various communities of the counties, including schools. The state also offers 10 or 20-week dental programs to county schools systems, on a cooperative cost basis.

Health service on the county level has very active support from the people it serves. In the 1952-53 fiscal year, state funds totaled \$1,132,000 for local health service; federal funds, \$577,117.92; total local funds, \$3,508,547.08, for a total statewide budget of \$5,217,665.

When federal participation was cut almost in half, to \$296,110, in the 1953-54 fiscal year, local funds were increased by \$364,454.92 to make up the deficit.

Percentage-wise, local monies make up 73 per cent in the '53-54 fiscal year, with state funds contributing 21.4 per cent, federal funds only 5.6 per cent.

The per capita investment was increased from \$1.285 in the '52-53 fiscal year to \$1.305 for the next year.

The state has 28 new county health centers, built in the last few years.

Medical Commission

In 1945, the State of North Carolina set up the Medical Care Commission, to administer state funds for the construction of hospitals, to correlate the building programs in the various counties, and to handle federal monies earmarked for that purpose.

Provisions of the Hill-Burton Bill became effective on July 1, 1947, and the Commission became the agency handling those funds. By 1954, a total of 169 construction projects had been completed, including 86 hospitals (44 new hospitals, and 42 additions to existing facilities), 36 nurses' residences, and 47 health centers. These facilities provided 4,647 new patient beds, and 1,939 beds for nurses.

Eight of the 169 projects were state-owned facilities, and provided 627 beds for patients. In all, 5,274 new patient beds were provided in the seven-year period.

The seven years of construction by the Commission involved an investment of \$73,967,291, of which \$15,040,950 was supplied by the state, \$26,850,273.66 by the federal government, and \$32,076,067.16 by local authorities or counties.

In 1952, the state dedicated its new 400-bed teaching hospital. In addition to the \$5 million main hospital, located on the University of North Carolina campus at Chapel Hill, the state has also constructed units for the School of Dentistry and School of Nursing.

In 1953 the State dedicated its new 100-bed tuberculosis hospital in Chapel Hill. These facilities, together with the continuing programs of the schools of medicine, public health, and pharmacy, have made Chapel Hill one of the South's health and medical centers.

With the new hospital at Chapel Hill, the State now has four tuberculosis hospitals with a total of 1,900 beds. Counties also have tuberculosis sanitariums.

The state has two privately-owned and operated fully accredited medical schools, which are also operated in conjunction with large hospital facilities open to the public, for clinical diagnosis and treatment.

Oldest of the three schools is the one operated by Duke University at Durham. Its establishment was provided for in the Duke indentures which set up the University.

The other is the Bowman Gray Medical School, operated by Wake Forest College at Winston-Salem, and endowed by the late Bowman Gray, a leading industrialist in the state.

Other North Carolina cities which have developed as area centers of diagnostic treatment and medical care facilities are Charlotte and Asheville, the latter particularly well known as a southwide center for treatment of respiratory diseases, because of its location in the mountains of western North Carolina.

As of April, 1953, North Carolina's 216 hospitals had a total of 27,762 patient beds. Of these, 161 were general hospitals, the others dealt with specific diseases, such as cerebral palsy, children's diseases, orthopedic, etc.



Agriculture supplies raw materials for many industries in North Carolina—including food, feed, textiles, tobacco and furniture. The food processing industry is one of the fastest growing, and its scope is typified by this array of vats at a large pickle factory in Eastern North Carolina. Beyond the vats may be seen the field in which a part of the cucumbers going into this pickle output was grown.

AGRICULTURE BULWARKS INDUSTRY

Farming Also Makes Big Business For Others

North Carolina industry and agriculture are inextricably allied. They have been since the first cotton mill was founded in the State in 1813 to process locally grown fibres.

Agriculture not only supplies lint for the spindles and looms of Tar Heel textile plants, but the State's 1,376,664 farm population helps to support a number of industries themselves.

The farmer buys his seed from North Carolina firms, along with his farm machinery, fertilizer, and the livestock feed he doesn't produce himself. Annually, North Carolina farmers gross well over \$900 million from all farming operations.

And the farmer is becoming a bigger customer, with more and more hand operations becoming machine functions, necessitating purchases of equipment and gasoline and oil to keep them running. Farmers operate more than 20,000 trucks in the State.

Until very recent years, the State's \$500 million tobacco crop required hand labor very largely, but even this is rapidly becoming mechanized, with many of the cultivation and priming functions now at least partially machine work. A new tobacco harvester is being tested in agricultural laboratories and in the fields.

Truck farming in the State is the foundation of a number of food processing and packaging firms. Each

year, more than \$10 million in cucumber pickle sales are made in the State, from native products, and Tar Heel poultry and livestock supply local processing and packaging plants.

Livestock and poultry production is increasing rapidly, not only diversifying agriculture, but providing raw material for meat, poultry and dairy processing plants.

North Carolina's peanut crop makes a valuable commercial product, and the State's 100 million bushel grain crop is partially consumed by flour and feed companies. More farmer cooperative grain storage elevators are being erected to accommodate surpluses.

Through research and experimentation, North Carolina State College is helping to make the Tar Heel farm a more productive operation, with improved yields from disease-resistant seed.

One-third of North Carolina's 4,061,929 residents (1950 census) are classified as living on farms, the largest rural population in the nation, yet the State's huge agricultural economy is supported mainly by small farms, with 64.8 acres as the average. Only Texas has more farms than North Carolina.

These small farms, which formerly operated with one or two "hired hands" and absorbed a fairly large percentage of the total population, are now being mech-



Rapid mechanization of North Carolina agriculture is freeing more workers for industry.



The seed industry is an important one in North Carolina. Here is tobacco seed ripening on farm of McNairy Seed Company at Laurinburg, which will go to tobacco growers in all parts of the world.

anized, and these farm workers are becoming available as industrial labor in increasing numbers.

This is particularly true in the Coastal Plain, Sandhills (eastern central), and mountain areas in the west, the essentially agricultural sections of North Carolina.

In the industrialized Piedmont, it is found to a lesser degree, as farms are generally even smaller than in the other three areas, but here thousands of industrial workers are also part-time farmers.

This arrangement has been approved by industrialists and agricultural leaders alike, as it makes a considerable contribution to the State's farm economy, and at the same time makes for a more stable, contented, productive industrial worker.

Agricultural Production of 10 Southeastern States

(Ranked according to 1952 total)

	Crops	Livestock	Total
	(Thousands of Dollars)		
North Carolina	726,391	203,557	929,948
Georgia	402,166	249,910	652,076
Mississippi	448,791	160,857	609,648
Kentucky	268,202	315,072	583,274
Tennessee	264,679	258,596	523,275
Virginia	237,063	264,497	501,560
Florida	354,439	115,492	469,931
Alabama	267,348	168,622	435,970
Louisiana	308,789	111,580	420,369
South Carolina	298,929	81,430	380,359

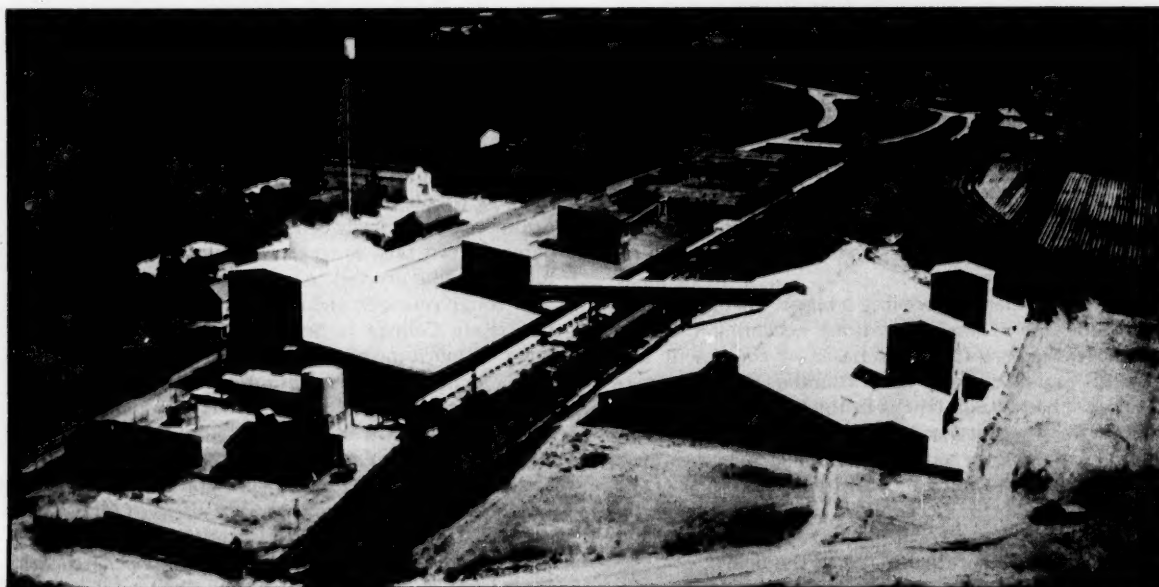
Cash Income in North Carolina

(In Thousands of Dollars)

	1939	1951	1952
From All Farming.....	\$219,475	\$947,296	\$929,948
Livestock	34,601	195,458	203,557

Principal Crops

Tobacco	\$125,340	\$522,982	\$463,000
Cotton	25,861	119,000	120,000
Corn	32,381	112,000	101,000
Hay	14,833	37,000	44,000
Peanuts	10,496	35,000	34,000



Aerial view of Dixie Guano Company's enlarged fertilizer plant at Laurinburg, showing recently completed unit at right.

FORESTRY

Forest products are the backbone of extensive furniture, paper, pulp and synthetic fibre industries in North Carolina. Forests cover nearly 19,000,000 acres.

About two-thirds of the forest area is in pine trees and the other third is in hard woods. The annual pulpwood cut is approximately 1,232,000 cords. Tree farming is increasing rapidly in importance.



Champion is a leading exponent of conservation.

The Department of Conservation and Development's forestry division is active with a program divided into five parts: forest prevention and control, forest management advice and service, forest tree nurseries, forestry information and education and the administration of State Forests.

A grand total of nearly 13,000,000 seedlings were produced in 1952 in the two state nurseries, one in the mountains and the other on the coastal plain.

A cooperative fire control program is carried out

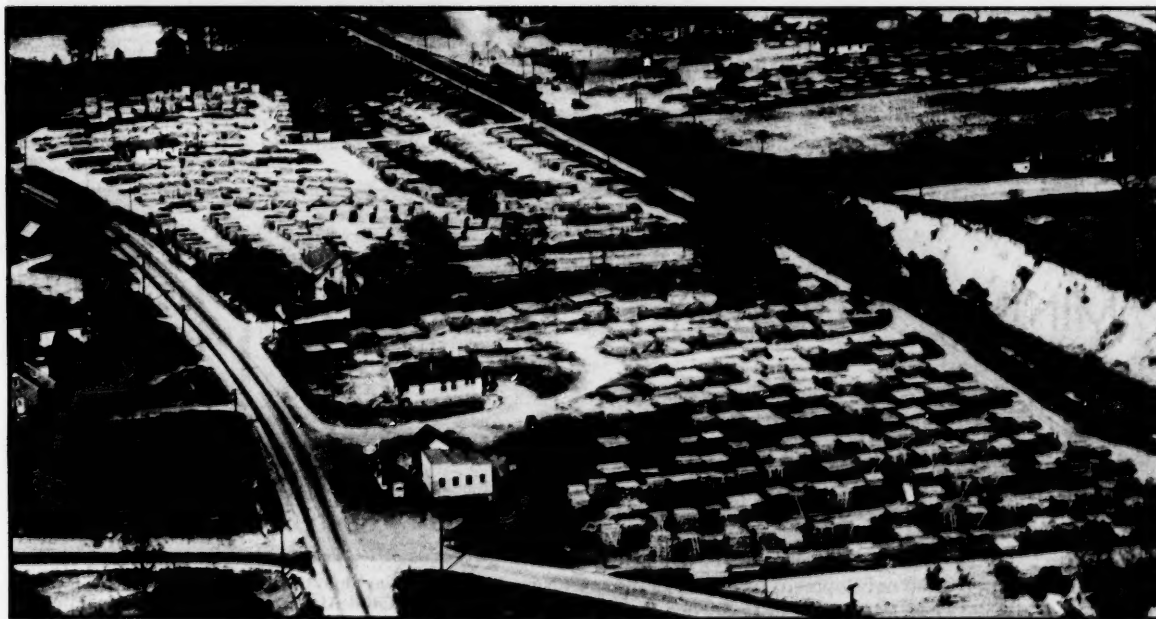


Symbol of North Carolina forests—the longleaf pine.

with the counties, and loss from fires is being steadily decreased.

The 1953 Legislature gave the Governor power to close the woods to hunters and others during period of extreme drought, and otherwise the State is liberal with legislation for the protection of its forest lands.

The State Forestry Division conducts systematic studies of North Carolina's forest resources, and in 1953 completed a survey of forest resources in 21 counties of the southern coastal plain region.



Plant of Futrell Bros. Lumber Co. at Vasa, where over 20,000,000 feet of pine and hardwood are manufactured annually.



Shrimp boats set out from Southport to harvest an important North Carolina crop from the sea.

SEAFOOD INDUSTRY

The seafood industry is important in North Carolina and is being developed aggressively. Approximately 20,000 people and 2,500 boats are engaged in the industry, which produces fish and shellfish for market valued at approximately \$25,000,000 a year.

The industry is regulated by the Division of Commercial Fisheries in the Department of Conservation and Development, which also cooperates with the University of North Carolina and other agencies in scientific studies.

Shad, herring and striped bass (rockfish) are most important for sale for consumption as fresh fish, or frozen, salted or canned.

Menhaden are most important for oil and fertilizer.

Fine oysters, clams, shrimp and scallops are taken from North Carolina's coastal waters, the most extensive along the Atlantic seaboard.

The annual seafood catch in the Tar Heel state averages approximately 220,000 tons.

MINING INDUSTRY

Exploration for uranium and stepping up operations in mining clays and tungsten have stirred new interest in minerals in North Carolina, once the nation's largest gold producing state.

The largest tungsten mining operation in the United States is now located near Townsville, Vance County.

The state is the principal producer of mica, feldspar and kaolin. An interesting development in 1952 was the reopening of the old Deer Park mine near Spruce Pine for the extraction of both feldspar and mica.

In the South, which produces 50% of U. S. Minerals, North Carolina was a mining state even before the white men came. Indians worked mica and copper deposits in the mountains of Western North Carolina. 300 types of minerals are now found in the state, ranging from the clays which are produced in heavy volume, to semi-precious stones. Production in 1950 was valued at \$26,343,000.

The Department of Conservation and Development has a minerals resources division devoted to the development of mineral production. Its records are extensive, and it presently is engaged in an extensive research project with North Carolina State College. This project is housed in a building in Asheville completed in 1946 at cost of \$80,000.

Among recent accomplishments of this research laboratory is the discovery of a new method of concentrating spodumene by froth flotation. The largest reserves of spodumene, important in the manufacture of ceramics, are in North Carolina.

The new publication on North Carolina's mineral resources may be obtained without cost upon request to the Dept. of Conservation and Development, Raleigh.



Carolina Solite plant, Aquadale, North Carolina. Served by Norfolk Southern Railway.



New State Highway building just completed at Raleigh, which is built of Mount Airy granite. Two other buildings in Capitol group are also built of this famous North Carolina granite.

SEVEN-FOLD SERVICE to Industry THROUGH NORTH CAROLINA'S Department of CONSERVATION and DEVELOPMENT

Industries desiring plant location data or other business planning information can get assistance quickly and easily from any or all of the seven specialized divisions of the Department of Conservation and Development through one source—the Director of the Department—by letter, telegraph, telephone or personal visit. Serving industry and the State are these divisions:

COMMERCE AND INDUSTRY—This division assists present and prospective businesses with continuing research and comprehensive reports, special studies and research, data on available buildings and industrial sites, and consults with communities to encourage healthy industrial growth. It provides special services for development of the tourist industry.

WATER RESOURCES, INLETS and COASTAL WATERWAYS—Among the more important industrial aids of this division are the cooperative programs for obtaining and studying data pertaining to surface waters, and making chemical analyses of water supplies, in addition to its responsibility for the development of navigable waters.

FORESTRY—This division operates two forest tree nurseries, with productive capacity of approximately 15 million seedlings annually, and a 36,000-acre State Forest. North Carolina has more than 18,500,000 acres in forests, supplying material for the extensive furniture and paper industries.

ADVERTISING—In addition to informing industries and tourists about North Carolina's resources and opportunities as an ideal place to live, work and play, this division provides highly useful materials to industry in the form of booklets, pamphlets, other publications and motion pictures. It also produces photographs and news stories containing up-to-the-minute data which is distributed on a world-wide basis.

MINERAL RESOURCES—First state in the Union to begin studies of its mineral resources, North Carolina is well equipped to provide useful data through this division about its many rock and mineral deposits (more than 300). Systematic studies, which include detailed surveying, mapping and evaluating, provide valuable information for prospective developers and users.

COMMERCIAL FISHERIES—Devoted to the development of the potentially rich seafood industry, this division cooperates with other agencies in scientific studies and investigations. The value of all commercial fisheries products is estimated at about \$25,000,000 a year—a substantial factor in the well-balanced economy of the State.

PARKS—The State Parks and Historic Sites maintained by this division—in easily accessible areas, from the coast to the mountains—play an important part in North Carolina's exceptional recreational opportunities. With a year 'round mild climate, these vacation facilities are a big factor in contented living.

These seven-fold services are freely available to industries considering a North Carolina location as well as to those already in the State. For additional information ... write, telegraph, telephone or visit—

Ben E. Douglas, Director

DEPARTMENT OF CONSERVATION AND DEVELOPMENT, Raleigh, N.C.





North Carolina Board of Conservation and Development

Functions performed in many states by a State Chamber of Commerce are the responsibility in North Carolina of the Department of Conservation and Development, the only agency engaged in development of certain natural resources and promotion of industry on a state-wide basis. The Department works closely with chambers of commerce in cities and with public utilities and industrial organizations.

The board of 15 members was appointed by Governor Umstead and took office in July, 1953, posing for the official picture, above, at its first meeting.

Left to right: Cecil Morris, merchant, Atlantic; Henry Rankin, Jr., plywood manufacturer, Fayetteville; Charles S. Allen, banker and insurance executive, Durham; Miles J. Smith, manufacturer, Salisbury; Eric W. Rodgers, editor and publisher, Scotland Neck; Charles H. Jenkins, business executive, Ahoskie; Governor William B. Umstead; Seroop W. Enloe, Jr., mineral production executive, Spruce Pine; Ben E. Douglas, Director Dept. C. & D.; Amos R. Kearns, textile executive, High Point; W. B. Austin, attorney, Jefferson; W. J. Damtoft, paper manufacturing executive; T. Max Watson, textile executive, Spindale; Leo H. Harvey, capitalist, Kinston; Carl Buchan, Jr., mercantile executive, North Wilkesboro; Robert M. Hanes, banker, Winston-Salem, and Hugh Morton, realtor, Wilmington.

Services to Industry

Specific information about buildings and sites available to industry and about community cooperation projects are a part of the individualized service of the Department of Conservation and Development. Just ask the Director, Ben E. Douglas, for what you want. His telephone is Raleigh 4-3611, Extension 7394. A booklet on Community Development may also be had for the asking.



THE CHARLOTTE OBSERVER
is the largest daily newspaper
— advertising and circulation —
in the Carolinas.

Alone, it effectively covers the
GREATEST RETAIL MARKET
between Richmond and Atlanta
...and at a milline rate
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JANUARY NINETEEN FIFTY-FOUR

The Charlotte Observer

The Foremost Newspaper Of The Carolinas

Southerners

(Continued from page 52)

fining Company, was named treasurer. Nelson S. Wooddy, by his recent election as chairman of the Members Council, automatically became second vice-president.

The new Board of Directors also re-elected Rear Adm. Whitaker F. Riggs, Jr., as executive vice-president and A. J. Sarre as assistant executive vice-president.

The Chamber's Executive Committee for 1954, also approved at the December 8 meeting of the Board, consists of the officers and:

Robert E. Elliott, Dale Graham, Harry X. Kelly, Charles Pearson, Jr., E. M. Rowley, Stanley E. Stumpf, William H. Saunders, Jr., Seymour Weiss, and E. D. Wingfield. A. Miles Pratt, Joseph M. Rault, Ben J. Williams, and C. C. Walter, past presidents, will serve as ex-officio members.

Mr. Molony has been active in civic and Chamber of Commerce work for many

years. He was a member of the Chamber's Board of Directors from 1947-49 and 1951-53, serving as first vice-president for the past year.

Greenwood Chamber Elects S. W. Perry, President

S. Whitfield Perry, Vice President and Trust Officer of the Bank of Greenwood, has been elected president of the Greenwood, S. C. Chamber of Commerce. He succeeds W. D. Tinsley, local attorney.

Nat E. Watson, owner and manager of the Watson Oil Company, was elected first vice-president succeeding R. Boykin Curry, Jr.

Earle P. Barron, President and General Manager of Dixie Hardware and Mill Supplies, Inc., was elected Second Vice President to succeed Nevit Johnson.

John B. Sloan, President of The County Bank, was re-elected Treasurer; and Chauncey W. Lever was re-elected to the executive post of General Manager.

All officers were elected and/or re-elected by unanimous vote.

Mr. Tinsley will continue to serve on the Board during 1954 in the capacity of immediate past president. The old and new board members went on record as expressing their deep appreciation for the outstanding service which Mr. Tinsley rendered the Chamber of Commerce, and the City and County of Greenwood as Chamber president during 1953.

State Picks Sutton As Tar Heel of '53

The current (Jan. 9) issue of *The State*, weekly news-magazine of North Carolina, announced the selection of Louis V. Sutton of Raleigh as the "North Carolinian of 1953."

A photograph of Sutton appeared on the cover, and the magazine carried the following editorial comment on the choice:

Louis V. Sutton, president of Carolina Power & Light Company, is presented herewith as the North Carolinian of 1953.

The committee of 12 judges, after deliberating over a field of a score or more nominations, selected Sutton for his significant contributions to the solution of one of North Carolina's greatest problems: The industrial and commercial development of North Carolina; and especially to that development in areas of greatest need.

His accomplishments included:

(1) Acquiring a poorly equipped and badly financed company (Tide Water) and bringing an unlimited supply of power, better service and lower rates to an industry-deficient section of southeastern North Carolina. Result was a 30 per cent increase in consumption during the first full year of operation after the merger.

(2) Building of CP&L's largest generating plant near Wilmington, thus

(Continued on page 106)



...but I can't use 10 hats at a time!

Of course no one buys and wears ten hats at a time.

The picture is used because it pretty well illustrates the situation that would confront most businesses if it weren't for truck service.

Now the retailer—and manufacturer or wholesaler for that matter—doesn't have to tie up his capital in huge inventories, or buy expensive warehouse space. He buys *smaller shipments, more often*—and he can get fast replacements of out-of-stock items by truck. As a result, he carries more *lines*, and the goods are up-to-the-minute in freshness, fashion and salability.

This is true in the smallest tar heel community as well as the biggest cities of the state. *This freedom to buy—when he wants and in the quantities he needs*—has benefited him, and his suppliers and his customers.

Next time you're in a store of any kind note the variety of items offered for sale. Truck service gives you a greater choice . . . just as it brings everything within reach of everyone, everywhere. If you've got it . . . a truck brought it!

NORTH CAROLINA MOTOR CARRIERS ASSOCIATION, INC.

"Safety is no accident"

WE INVITE YOUR INVESTIGATION OF ASHEVILLE AND WESTERN CAROLINA

ACCORDING TO OFFICIAL REPORTS by the North Carolina Employment Security Commission, Buncombe County (Asheville) has the largest volume of recruitable labor of any county in North Carolina (8,000).

The Asheville area is designated by the U. S. Dept. of Labor as an area of "chronic labor surplus" under the Policy IV program of O.D.M.

An area world famous for climate and beauty. A wonderful place for living is also a wonderful place for working.

An area where the mountain topography will forever prevent an overcrowded industrial condition.

Splendid transportation facilities, including:

- Railway lines radiating in four directions;
- Three commercial airlines—Delta, Capital, Piedmont;
- 25 motor freight lines on regular schedules.

Accessible to the largest markets.

An abundance of unpolluted soft water from streams flowing up to 20,000,000 gallons per day. Larger streams to carry off industrial effluent.

An outstanding municipal water system with reservoir lakes containing over six billion gallons.

Power at low rates and in abundance. All fuels at reasonable cost, including natural gas.

A network of paved roads enabling labor to drive to work from the most remote rural regions.

A favorable tax structure.

Cultural and recreational advantages for all incomes.

A record of prosperous operation for industries already here.

For information please write to:

**ASHEVILLE INDUSTRIAL COUNCIL, INC.
CITY BUILDING
ASHEVILLE, NORTH CAROLINA**

or

**ASHEVILLE CHAMBER OF COMMERCE
ASHEVILLE
NORTH CAROLINA**

Southerners

(Continued from page 104)

boldly signalling to prospective industry the self-sufficiency of the area as regards electricity. This plant was part of a program which in ten years is investing \$200,000,000 in the Carolinas, already has doubled the productive capacity of the company, and has kept available a reserve of power ready for the industries sought for the territory.

(3) His company, in the face of inflationary price increases, has held the line on power rates, another factor in some types of industrial expansion.

(4) He has directly and aggressively participated, through his company's industrial department, in the state's promotion program, and has been responsible for acquisition of several plants.

(5) He launched a territory-wide "Finer Carolina" program which has stimulated community betterment, including industrial and commercial expansion, civic improvements, and soil and water conservation.

Butler Names Edlund General Sales Manager

Harold A. Edlund has been promoted to the post of General Sales Manager of the Butler Manufacturing Company

(Kansas City, Missouri), it was announced recently by Glen C. Speakman, Vice President in Charge of Sales.

Edlund joined Butler in May, 1952, and has been Assistant General Sales Manager.

In his new position at Butler, Edlund will direct sales efforts of all the Butler product divisions—oil equipment, steel buildings, farm equipment, dry cleaning equipment, special products, and the sales subsidiary companies, Butler Pan-America and Butler International Company.

Alabama Civil Engineers Elect Wayne F. Palmer

Wayne F. Palmer, president of Palmer and Baker, Inc., consulting engineers and naval architects, was elected president of the Alabama section of the American Society of Civil Engineers at its recent annual meeting in Mobile. He succeeded Melvin R. Williams, Jr., Montgomery.

Mr. Palmer moved to Alabama in the late 1930's when his firm was awarded the contract to build the now famous Bankhead Tunnel under Mobile River, completed in 1939. Since then Palmer and Baker, Inc., which has offices in New Orleans, Houston, Corpus Christi and Washington, D. C., as well as Mobile, has signed contracts for the design of seven more underwater vehicular tunnels in the Southern states.

A native of Indiana and a graduate of Dartmouth, Mr. Palmer was a naval lieutenant during World War I and is the author of two books about the sea. He is a member of the Engineering Society of Mobile, the Society of Naval Architects and Marine Engineers, the Society of American Military Engineers, as well as the American Society of Civil Engineers.

The firm of Palmer and Baker, Inc., currently holds contracts, among others, for the design and supervision of construction of two underwater vehicular tunnels at New Orleans, a similar tunnel at Corpus Christi, \$7,000,000 of street paving and storm drainage in the City of Mobile, a \$50,000,000 bridge across Lake Pontchartrain and a \$90,000,000 highway from New Orleans to Lafayette, La.

Hill-Chase Announces Executive Changes

The Directors of The Hill Chase Steel Co. of Maryland, distributors of steel and aluminum with headquarters in Baltimore and offices in Richmond, Roanoke, Asheboro, and Norfolk, at the annual meeting elected the former President, John J. Hill, Jr. to Chairman of the Board of Directors, William E. Hill, President and Treasurer, J. J. Hill, III, Vice-President, and Robert M. Finley, Vice-President and Secretary.

The Hill Chase Steel Company of Maryland began its Baltimore operation in 1946 and has become one of the largest steel and aluminum distributors on the eastern seaboard.

The Slant slants upward, too.

North Carolina's appeal to industry is more than material. North Carolinians have a healthy, aggressive ATTITUDE that is as important as material considerations to the success of any operation. This confident, "ready-willing-and-able" slant is invigorating . . . it's contagious . . . it's the trade mark of a sure winner.

*We're proud to be a part of a community
whose slant always slants up.*

OCCIDENTAL *Life*
INSURANCE COMPANY
— HOME OFFICE —
RALEIGH, NORTH CAROLINA
LAURENCE F. LEE, PRESIDENT

"What's in a name?"

Shakespeare asked

Burlington, N. C.
at home to industry

When industry goes calling, names are pretty important. It goes where it knows it will be well received. You will note, also, that industry attracts industry. That's why the name BURLINGTON, NORTH CAROLINA is a popular one in industrial circles.

Burlington is always "at home" to industry. Its Industrial Planning Board is always ready to assist new industries in getting space, plant sites and labor supply. Housing and other problems are also given special consideration.

Coupled with the progressive spirit of the New South, is the graceful living associated with the Old South.

The industrial family in Burlington is rapidly growing larger. One reason is that industry realizes that there is a lot in a name. They know that Burlington means new profits, adequate resources, good transportation, and happy labor-management relationships.

Remember this, Mr. Manufacturer, when industry goes calling, Burlington gives it a real business-like reception. You will enjoy doing business in Burlington.

For Additional Information Write To

J. S. May, Mayor, City of Burlington

or

Manager, Burlington Chamber of Commerce

"Where Industry Has Been An Honored Tradition For Over 60 Years"

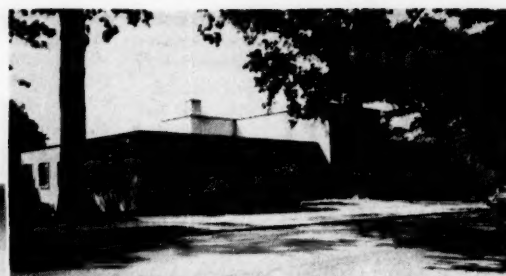
Things Are Going Up!

IN
WINSTON-SALEM, N. C.

In fact—everything is going up in the rich, growing 9-county market covered only by the Winston-Salem Journal-Sentinel. Population—retail sales—employment—income—value of manufactured products are all on the rise and have consistently showed gains *every year*. We are proud of The Journal and Sentinel . . . we are proud of our trading area . . . we are proud of the progress both have always shown.



CITY-COUNTY LIBRARY



CHAPEL (WAKE FOREST COLLEGE)

LIBRARY (WAKE FOREST COLLEGE)

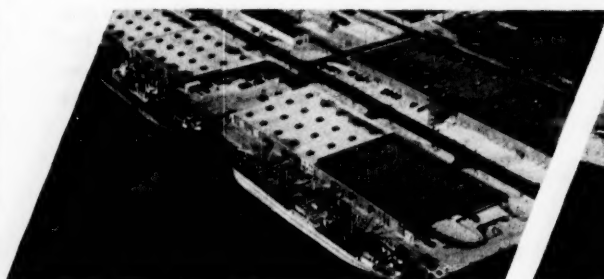


NEW WESTERN ELECTRIC PLANT

WINSTON-SALEM TWIN CITY
JOURNAL and SENTINEL
MORNING SUNDAY EVENING
National Representative: KELLY SMITH COMPANY

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

NORTH CAROLINA OFFERS A WINNING PAIR



WILMINGTON, N. C.



MOREHEAD CITY, N. C.

FOR EXPORTERS:

Two great modern port terminals on the North Carolina coast. Latest-type cargo handling equipment; new transit and storage facilities, and dock-side rail and highway accommodations. Integrated deepwater port system affording world shippers the unrivaled flexibility of two excellently located world trade gateways.

FOR IMPORTERS:

The combined state port facilities of Wilmington and Morehead City offer eight modern ship berths; 250,000 square feet of transit shed space; 186,000 square feet of transit storage space. Two major railroads and 15 truck lines afford direct inland service—the shortway to the Mid-South's richest industrial empire!

NORTH CAROLINA STATE PORTS AUTHORITY

Morehead City
Box 145—Tel. 6-3159

Richard S. Marr, Executive Director

Wilmington Office
Box 1048—Tel. 3-1622



*How would your new plant
fit in this picture ?*

- Favorable "industrial climate"
- Large pool of peaceful, productive labor (more than 6,000 available)
- Rural building sites
- Filtered water for industrial use (min. flow 87 million g. p. d.) for wet process plants
- Expanding vocational training program
- Three railroads, navigable waterway, six trucking lines, new commercial airport
- Reasonable tax rates and valuations
- Winter and summer resorts nearby
- New education and recreational facilities
- Fast growing city (doubled population in 10 years)
- Good hotel and motor court accommodations
- Economical electric power
- Highly successful manufacturers

A GOOD PLACE TO WORK AND PLAY
FAYETTEVILLE AREA
INDUSTRIAL DEVELOPMENT CORPORATION

JANUARY NINETEEN FIFTY-FOUR

109

MODERN BANKING PRACTICES

Have Helped Clear the Way for **The Big Change—in North Carolina**

THE RICH AGRICULTURAL LANDS of North Carolina are producing greater crops than in all history.

The great change has come about not only through better farming but by bringing manufacturing plants to the many fine communities in all parts of this great state, creating a more even balance between agriculture and industry.

Leading in this great campaign to improve the living conditions of our people have been the progressive banks of North Carolina. We are proud to have had a part in this forward movement and offer the services of the nine banks in our group to help those who want to locate anywhere in the area we serve.

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CHINA GROVE • GARLAND • PEMBROKE • SALEMURG • ST. PAUL
FAIR BLUFF • LUMBERTON • RED SPRING • SALISBURG

The National Bank of Lumberton

Joins with the people of all North Carolina in inviting American industrialists to locate in this great state.

You will find a tremendous reservoir of friendly labor, together with great natural resources, an abundance of power, outstanding transportation facilities and cooperative government.

The National Bank of Lumberton Lumberton, North Carolina

M. F. Cobb, President W. A. Roach, V.P. and Trust Officer
Herman T. Crump, Cashier W. H. Coyle, Asst. Cashier

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NORTH CAROLINA CONCRETE MASONRY ASSOCIATION



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Best by Test

Specify N.C.C.M.A.

Doorway to Industrial Profits



If yours is an industry seeking a golden opportunity to locate where unique advantages insure successful growth and prosperity . . . open this door.

You will find efficient, dependable labor — excellent transportation facilities — a friendly local and state government dedicated to stable taxes and a balanced budget — a year-round outdoor climate — an above-average supply of excellent water — ample power and a friendly, wholesome people who offer you a warm welcome.

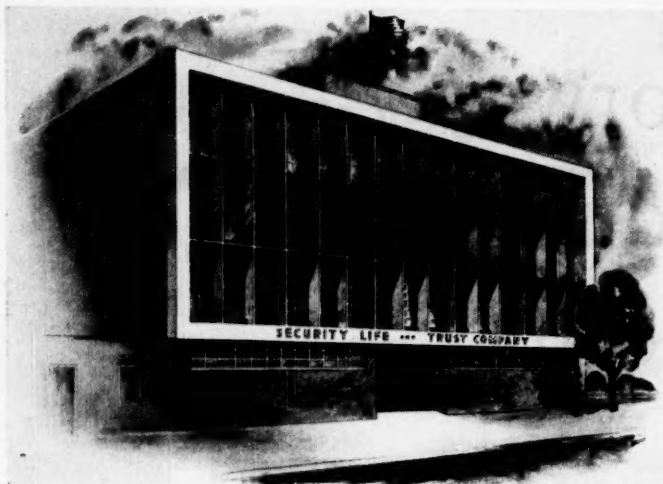
Located in Robeson County in the Coastal Plain Region of North Carolina, Lumberton offers you "Accessible Isolation" where your industrial family will be happier — your profits higher.

Additional factual information is contained in a FACT FOLDER which is yours for the asking. Address:

Lumberton Chamber of Commerce
Lumberton, North Carolina

JANUARY NINETEEN FIFTY-FOUR

City of Lumberton
Lumberton, North Carolina



"FACE THE FUTURE WITH SECURITY"

Keeping pace with the tremendous growth and development of North Carolina and the South, Security Life and Trust Company has developed the experience and "know how" to properly install and service Group Welfare Programs providing any or all of these benefits:

GROUP LIFE INSURANCE • HOSPITAL AND SURGICAL BENEFITS FOR EMPLOYEES AND/OR THEIR DEPENDENTS • WEEKLY SICKNESS BENEFITS • ACCIDENTAL DEATH AND DISMEMBERMENT INDEMNITIES.

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For definite information inquire of your local Security representative or write . . .

SECURITY LIFE AND TRUST COMPANY • Winston-Salem, N. C.



A NORTH CAROLINA RAILWAY

*Serving the Fast-Growing Industrial
Area of North Carolina*

Transportation over the rails of the NORFOLK SOUTHERN SYSTEM is performed by diesel motive power, assuring fast and dependable service. The NORFOLK SOUTHERN RAILWAY COMPANY is an important medium in the movement of commerce of all kinds to and from the State of North Carolina and the North, South, East, and the West.

The NORFOLK SOUTHERN territory abounds in good site locations for industrial and commercial developments of all kinds. Some of the site locations are in proximity to rivers having a large supply of good water, and others are situated in an area capable of producing large quantities of good well water for manufacturing purposes.

If You Are Industrial-Site Seeking, You'll Find Along Our Rails Abundant Supply of:

- | | | |
|----------------------------|--|---|
| 1. Principal raw materials | 4. Industrial sites | 7. Labor—skilled and unskilled |
| 2. Water—river and well | 5. National distribution and warehousing sites | 8. Efficient transportation to principal markets of the North, South, West and East |
| 3. Electric power | 6. Community and State co-operation | |

The NORFOLK SOUTHERN RAILWAY will welcome hearing from you regarding your expansion program for either industry or agriculture, and will be happy to co-operate with you to the fullest extent.

NORFOLK SOUTHERN RAILWAY COMPANY

C. M. SELF
President
Norfolk, Va.

C. H. WARE
General Traffic Manager
Norfolk, Va.

J. M. DILLARD
Asst. Freight Traffic Mgr.
Raleigh, N. C.

J. F. DALTON
Director Industrial and
Agricultural Development
Norfolk, Va.

NEW PRODUCTS

Wall Washing Machine

Von Schrader Mfg. Company of Racine, Wisconsin — A redesigned and improved model of their Wall Deterger.

Constructed of stainless steel and other non-corrosive metals, this rustproof machine washes walls six times faster than by ordinary methods. With a special low-cost attachment, two men can operate from one machine giving twice the volume of work. It weighs only 42 pounds



Wall Deterger

making it highly mobile and easy to transport.

A new detergent supplied with the machine requires only two operations; washing and buffing. No rinsing is required. The detergent causes no streaks, cannot harm paint, sanitizes without odor and seals paint pores with a transparent film preventing penetration of dirt. Only three to four ounces is needed to make one gallon of solution . . . enough to clean 1,000 square feet of walls and ceilings. The detergent leaves a condition ideal for repainting, an important feature for high quality painting results.

Kilogram Scales

Hydroway Scales, Inc., 20624 W. 8 Mile Road, Detroit 19, Michigan — A new series of kilogram scales for the export trade.

The new scales are available at the same cost as the company's standard tonnage scales of equivalent size and capacity. Models from 500 to 2,000 pounds are provided with 12" dials and 3,000 to 50,000 pounds with optional 24" or 30" dials.

The Hydro line of combination reading pound-kilogram scales remain available in a more limited size range at slight additional cost. Standard tonnage "Hydro-scales" are available up to 100,000.

Control Valve

Black, Sivalls & Bryson, Inc., 7500 E. 12th St., Kansas City 3, Mo. — The new Type "Y" Continuously Connected Side Handwheel for emergency manual control in case of diaphragm or operating medium failure.

Especially designed for use with all BS&B diaphragm control valves, the new handwheel enables a plant to operate on an emergency basis.

The basic handwheel assembly has a

high tensile iron frame fitted with oil impregnated bearings. The handwheel screw is made of non-galling 18-8 stainless steel with a high tensile aluminum bronze nut for transmitting power through a cast steel fork to the valve stem.

When equipped with the Type "Y" Handwheel, BS&B control valves can be manually positioned in either direction independently of the normal controlling impulses. The handwheel mechanism provides stops so that travel can be set to cover any portion of the complete valve stroke.

(Continued on page 114)

WANTED

. . . a mill that uses COARSE COTTON YARNS

—such as a Narrow Fabrics Manufacturer, Webbing Manufacturer, Tape Mill, Manufacturer of Trimmings, etc.

. . . a mill that uses VELVET AND PILE FABRICS

—such as Upholstered Furniture Makers, Upholstered Auto Products Factory, Toy Manufacturer, Cloak and Suit Manufacturer.

. . . a mill that uses BRAIDED COTTON CORD

—such as a Manufacturer of Fish Stringers, Jump Rope Manufacturer, Toy Manufacturer, Maker of Novelty Cord Products, etc.

. . . a mill that uses CASHMERE AND WOOL FIBERS

—such as a Specialty Fiber Spinning Mill, Sweater Factory, Ladies' Fabric Mill.

. . . a mill that processes FARM PRODUCTS

(including Peanuts, Corn, Soybeans, Potatoes, Fruits)—such as a Canning Factory, Frozen Food Factory, Grain Elevator, Flour Mill, etc.

All of the *prime materials* above are produced and available in Rocky Mount, North Carolina, in large supply. Consider the savings in freight, time and inventory by having a source of supply at your back door. Consider, too, the proximity to major markets—North, South and West.

If you are interested in starting a new enterprise, expanding, or moving your present plant . . . write for more details from the Rocky Mount Industrial Development Corp.

ROCKY MOUNT

CHAMBER OF COMMERCE
ROCKY MOUNT, NORTH CAROLINA

NEW PRODUCTS

(Continued from page 113)

Quick, Detachable Coupler

Foster Manufacturing Company, 2830 Gravois, St. Louis 18, Missouri—A new automatic, quick detachable coupler identified as the Foster-matic and recommended for air reciprocating tools.

This new coupler can't be hammered to pieces by reciprocating air tools. It will not fall apart or blow apart. New Foster-matic holds tighter . . . yet swivels freely. The half moon "dogs" on the new coupler offer long bands of gripping contact. "Dog" loc steel against steel at 45 degrees and are positioned by a floating steel carrier. Eliminates all of the usual metal wear and failure in quick detachable couplings.

Actual tests have shown the new coupler to deliver much greater air capacity. The coupler is lighter in weight. Can be attached directly to the tool without the use of lead hoses.

Portable Elevator

Barrett-Cravens Co., 4600 S. Western Blvd., Chicago, Ill.—Barrett Model "5-Hundred" portable elevator. The case contains portions of a Chevrolet motor. Without the elevator, putting that load on the truck would involve calling several men

from other work, and the "hernia hazard" would be definitely present.

This is one of the numerous handling jobs, where loads up to 500 pounds have to be lifted up to 7 feet, for which this



Barrett—"5-Hundred"

low-priced standard model portable elevator gives the answer. The unit illustrated has a lift of 5 feet, but this model is also available with a lifting height of

7 feet. It is used for piling cases, barrels and bales, elevating materials into storage, placing dies in presses or die racks, raising loads to platforms, for overhead maintenance, and for work handling.

Other standard models in the Barrett "Hundred Line" are available with capacities of 1000 and 2000 pounds. The hand-operated elevators are manufactured on a production basis, and are priced accordingly. They are sturdy, rugged units; able to take overloads when required. They will perform a wide range of portable elevator functions, and are easily rolled from place to place on anti-friction bearings.

Hand Trucks

Clark Equipment Company, Buchanan, Michigan—A new "Powrworker 26" line of powered hand trucks.

The Powrworker 26 has an overall length shorter than any other standard truck on the market, according to Clark. This was accomplished by reducing the maximum "lost length" to 26 inches, or a truck only 26 inches longer than the length of the load being carried.

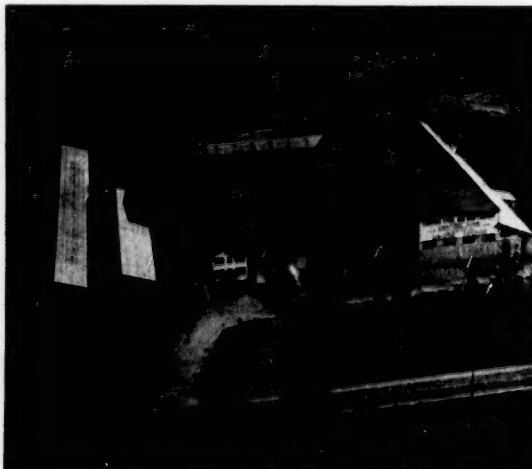
The new line includes low lift pallet and platform trucks in both 400-lb. and 600-lb. capacities; telescopic tilting fork trucks in base capacities of 1500, 2000, 2500 and 3000 lbs., all at 24-in. center line or 48-in. load length; as well as walk-it-or-ride tractors designed for either slow or high speeds.

N. P. HAYES, President
D. C. McLENNAN, Sec'y & Treas.

W. C. BOREN, JR., Chairman of Board

HOYT W. BOONE, V. Pres.
W. C. BOREN, III, V. Pres.

CAROLINA STEEL AND IRON CO.



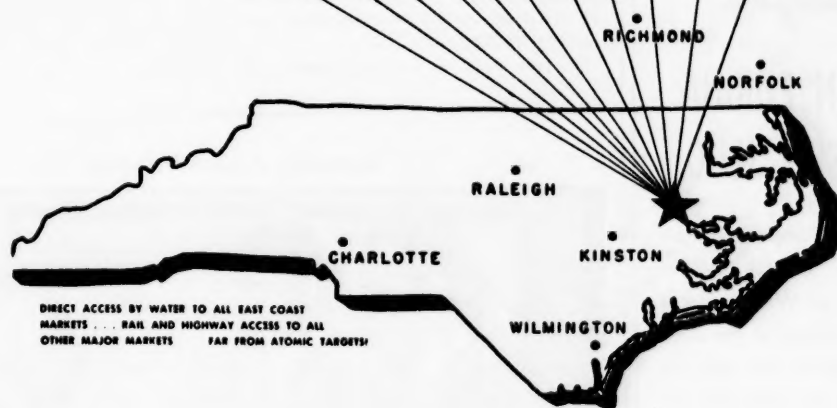
STRUCTURAL, PLATE
AND MISCELLANEOUS
IRON AND STEEL WORK

OFFICE AND WORKS

GREENSBORO, N. C.

WHAT ABOUT...

WASHINGTON?



THERE *must* BE GOOD REASONS . . .

why this town of 10,000, factoryless for generations, was chosen during 1953 as the site for two substantial new industries. One, a worsted mill, is presently constructing a million dollar plant. The other, a shirt manufacturer, is already operating in its fine new building.

Among the reasons why this progressive community was chosen for these new plants were: community attitude toward industry, ample and as yet barely tapped labor supply, dependable electric power at a fair rate, industrial waste disposal facilities, good transportation by rail, road and water and a most benign climate.

There is room for more new industries in Washington. We particularly seek employers of male white and male and female colored workers. It may be to our mutual advantage for you to investigate this as the site for *your* new plant. Inquiries are invited by:

Washington Industrial Development Corporation, Washington, North Carolina

or

WASHINGTON CHAMBER OF COMMERCE

William F. Patterson, Manager
Box 665, Washington, N. C.

CITY OF WASHINGTON

J. A. Rickards, City Manager
Washington, N. C.

- **RAW MATERIALS**
- **MARKETS**
- **TRANSPORTATION**
- **STABILITY**

Brought

RALSTON PURINA TO WILSON, N. C.

Ralston Purina Company is now constructing a 100,000 ton per year feed mill at Wilson, North Carolina. An official of the company said, "Wilson was selected as the site for the new mill because of the availability of raw materials, because it is located in an area of potential business growth, because there is adequate transportation and because the background of the city reflects a history of progress and stability."

**THESE ADVANTAGES
ARE AVAILABLE TO
YOU WHEN YOU
LOCATE A PLANT IN**

WILSON

NORTH CAROLINA

For complete information, supplied in confidence, contact Chamber of Commerce, Post Office Box 979, Wilson, N. C.

Frisco Names Menk Assistant General Manager

L. W. Menk, assistant general superintendent of transportation, has been named assistant general manager of the Frisco Railway, L. B. Clary, general manager, announced recently.

Menk, who will be headquartered in Springfield, will be in charge of the Frisco's Western District.

A native of Englewood, Colo., Menk began his railroad career with Union Pacific Railroad in 1937 as a telegraph messenger while he was attending the University of Denver.

In February, 1940, he joined the Frisco as telegrapher on the Southwestern Division. Subsequently he became dispatcher, assistant trainmaster, trainmaster, assistant division superintendent, and terminal trainmaster.

He was appointed superintendent of

the Central Division at Fort Smith, Ark., in 1950. In 1951, he was named superintendent of the Southern Division and in 1952, superintendent of the Southwestern Division.

He had been assistant general superintendent of transportation since Aug. 1, 1953.

Hermitage Appoints McGovern To Top Sales Post

E. W. McGovern, President of Hermitage Portland Cement Company, has announced the appointment of A. J. McElrath as Sales Manager of that company.

McElrath first joined the Hermitage organization in 1947 as Service Engineer. He receives his promotion from that position. The post of Sales Manager had previously been held by McGovern himself, along with his office as president of the company.

Research Award Winners



Dr. C. A. Culver, right, presents award to W. L. Rollwitz, left, and J. P. O'Meara.

Swearingen Award Won By O'Meara, Rollwitz

The first annual Judson F. Swearingen Award for outstanding scientific research work at Southwest Research Institute has been won by John P. O'Meara and William L. Rollwitz.

Presentation of the non-commercial award was made by Dr. Harold Vagtborg at the Institute's annual trustees meeting attended by some of the leading scientists, educators and industrialists in the Southwest.

O'Meara and Rollwitz, both members of the Institute's Physics Department staff, were cited for their "pioneer work in nuclear resonance at low magnetic field strengths."

Judging panel for the citation and cash award was composed of Dr. William

Hamm, St. Mary's University of Texas professor of physics; Dr. William C. McGavock, chairman of the chemistry department at Trinity University, and Dr. C. A. Culver, the institute's dean of professional development.

Dr. Swearingen, himself a scientist of note and a consultant to the Institute in petroleum technology, created the award to "recognize individual effort on the part of staff members and provide an additional incentive for distinctive work for sponsors of research at the laboratories." Only full-time staff members below the institute level of department chairmen are eligible.

Rollwitz and O'Meara's work concerned the "application of low field strength nuclear resonance techniques to the determination of the water content of food substances."



Write

Reidsville Chamber of Commerce

P. O. Drawer 1020

Reidsville, North Carolina

*"—the beautiful little dimple in the
pink of Piedmont North Carolina—"*

—Irvin S. Cobb.

A BIG PLUS

FOR INDUSTRIAL BUILDING IN NORTH CAROLINA

The "in-the-wall" cost of building with North Carolina Brick in North Carolina is extremely low. For industrial construction the savings are substantial in comparison to other regions. The main reason is that North Carolina is a leading brick producing state.

In North Carolina you can have all the advantages of brick construction . . . fire proof, termite proof, rot proof, lower insurance rates, lower depreciation, lower maintenance . . . at a comparatively low initial cost.

Brick and Tile Service, Inc. offers free engineering service on construction, both new and remodeling of old, that uses brick and clay tile. You are invited to use this service . . . and to write for more information on economical brick construction in North Carolina.



BRICK & TILE SERVICE, INC.

Greensboro

North Carolina

M-C & S Negotiating For Newport Steel

The Board of Directors of Merritt-Chapman & Scott Corporation recently authorized negotiations toward acquisition of Newport Steel Corporation, of Newport, Ky., by an exchange of shares, it was announced by Louis E. Wolfson, President and Board Chairman.

Mr. Wolfson said the proposed acquisition of Newport Steel represented a carefully considered further step in the expansion program recently launched by Merritt-Chapman & Scott with acquisition of the Milton Electric Steel Corporation, of Milton, Pa., and the Fitz Simons & Connell Dredge & Dock Company, mid-western construction organization based at Chicago.

Newport Steel, with reported net sales of \$50,502,854 in 1952, produces a variety of steel products, with hot rolled sheets and coils accounting for 46% of 1952 shipment. A wholly owned subsidiary, the Utah Radio Products Co., Inc., manufactures radio and television cabinets, speakers and transformers, and hardwood plywood.

The plan approved by its Board of Directors authorizes Merritt-Chapman & Scott to offer shareholders of Newport Steel 1 share of Merritt-Chapman & Scott common stock (after giving effect to the 25% stock dividend payable January 11, 1954) in exchange for each 2 1/4 shares they hold of Newport common. The offer is conditional upon acceptance by at least two-thirds of Newport shareholders.

On the basis of a 1 for 2 1/4 exchange, acquisition of the 1,078,546 shares of Newport Steel common now outstanding would entail the issuance of 479,354 additional shares of Merritt-Chapman & Scott common.

Issuance of these shares would follow distribution of the 25% common stock dividend payable January 11, 1954, to Merritt-Chapman & Scott shareholders of record January 4. Upon payment of this dividend, 953,124 of the Company's 3 million authorized common shares will have been issued. Authorization to increase Merritt-Chapman & Scott's common stock capitalization from 1 million to 3 million shares was voted November 24 at the special meeting of shareholders.

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COMMON AND FACE BRICK

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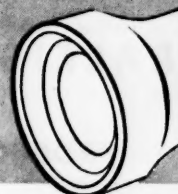
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CAVALIER • COLONIAL

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Vitrified
CLAY PIPE

PINE HALL Vitrified Clay
Pipe is made from nature's own indestructible raw material. It resists the disintegrating action of chemicals, acids, alkalis, rust and other corrosive elements. Solve problems in drainage and sanitation ... ask your dealer for Pine Hall Vitrified Clay Pipe.

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- HOUSE DOWNSPOUT DRAINS
- BASEMENT DRAINAGE
- IRRIGATION
- AIRPORT DRAINAGE
- FARM DRAINAGE
- STORM SEWERS
- HIGHWAY DRAINAGE
- INDUSTRIAL WASTE DRAINAGE



PINE HALL
BRICK AND PIPE CO.

Davison to Operate Largest Sulfuric Acid Production Unit

Production of sulfuric acid at Bartow, Fla., was started early in January, 1954, by The Davison Chemical Corporation as the first step in placing in operation the company's new \$12,000,000 triple superphosphate plant at that site. Output of acid will precede main process operation by about two weeks, the announcement said.

Rated capacity of the acid unit, 550 tons of 100 per cent sulfuric acid per calendar day, will make it the world's largest unit producing this chemical, according to records of Monsanto Chemical Co., designers of the plant. The contact process is employed, under which sulfur is burned to give sulfur dioxide, which is converted by catalytic contact to sulfur trioxide. This is then absorbed to give sulfuric acid. Heat developed in the reaction is used to produce steam which powers many pieces of equipment in the triple superphosphate and acid plants.

Equipment of the acid unit includes molten sulfur filters; storage facilities for 8,400 tons of sulfur and 6,000 tons, in three tanks, of acid as 66 degrees Baume acid; a converter 39 feet high by 24 feet diameter and absorbing and drying towers 34 feet high by 24 feet diameter. The latter are of steel, brick-lined and packed.

Capacity of the triple superphosphate plant is rated at 200,000 tons annually,

which is estimated to make Davison the second largest producer of this chemical. Initially, the entire output of the acid unit will be required in the main process. Later, there may be a surplus of acid for sale.

Richmond Steel Co., Inc. New Name for Old Firm

After 54 years, one of Richmond's oldest and largest firms has made a change in name to cover more accurately the widening scope of its products and services. From now on the name of the Richmond Structural Steel Co., Inc. will be Richmond Steel Co., Inc.

Plans to build another plant and move to its property located on Ninth Street Road have been abandoned with the acquisition of considerable additional acreage contiguous to the present location at 18th and East Byrd Streets. The company has disposed of its property on Ninth Street Road. Recent activities in the shipbuilding field have accentuated the value and convenience of the present location within the city, alongside the municipal docks, where steel ships and barges can be built and launched after fabrication. Other advantages of the present plant and office location are the abundant railroad and water transportation facilities, and convenient transit and parking facilities for the growing army of employees of the company, now numbering more than 250, and steadily increasing.

Norfolk & Western Building Storage Tanks at Norfolk

Three new tanks for the storage and handling of bulk vegetable and animal oils at Lamberts Point, Norfolk, will be constructed by the Norfolk and Western Railway. Their combined capacity of 355,000 gallons will increase total storage facilities for such oils there to over two million gallons.

The tanks—two of 100,000 gallons and one of 155,000 gallons—will be built beside present tanks inshore between Piers L and N. An additional overhead four-inch pipeline to ship berths on Pier L also will be installed. The estimated cost is \$57,000.

Completion of the steel tanks on concrete bases is expected by next July. They will be leased to Norfolk Oil Transit, Inc. which operates the railway's other tanks at the port.

Two of the present tanks have capacities of 750,000 gallons each while the third holds 155,000 gallons. Railway foreign freight officials believe that the new tanks will attract further shipments of vegetable oils and tallow to the Port of Norfolk.

They point out that Norfolk is the logical export point for soya bean oil. Soya production has increased greatly both in the south and mid-west in the last five years.

BRYAN ROCK & SAND CO.

RALEIGH, N. C.

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**Vitrified Salt Glazed
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For Sanitary Sewers



Manufactured by

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**5,000
CARS
YEARLY**

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Phone 7144
Established 1886

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PLEASANT GARDEN, N. C.

On Southern Railway—Near Greensboro

Operations Begin At Mississippi Aluminum

The Mississippi Aluminum Corporation has begun operations at its temporary plant at the Gulfport Airport and expects to move into a new \$550,000 BAWI plant just north of the city on U. S. Highway 49 sometime in February.

The first extrusion of aluminum was performed before a gathering of Gulfport civic and business leaders early this month, according to Harrison County Industrial Agent John Lee Gainey.

The firm at present has only about nine workers but will employ close to 150 when operations get into full swing.

The company when operating in its new plant will be capable of extruding about 1,250,000 pounds of aluminum per month. Its product will be marketed for various uses including doors and windows, for irrigation equipment and numerous other home and industrial uses.

Dorsey Announces New Trailer Line

A new line of extremely light weight vans is in production at Dorsey Trailers at Elba, Ala. and deliveries to customers are underway, C. E. Dorsey, Jr., president of the company, announced recently.

Key model in the new Dorsey "Champion" series is a 32-foot tandem dry freight van that weighs only 8,750 pounds

completely equipped, the announcement said.

"With few exceptions, Dorsey now offers the lightest trailer on the road," said Mr. Dorsey. "With this completely new design, Dorsey challenges comparison from any standpoint. The combination of weight, appearance, strength, price durability and economy of operation of the Dorsey 'Champion' sets a new standard for the entire trailer industry. Consequently, we are making a material increase in our 1954 production plans."

"Final prices are to be announced through our nation-wide network of independent distributors," said Horton Fick, Dorsey sales manager, "and they will be several hundred dollars a unit under any competitive type and make of trailer."

Tar Heels Finance New Plastic Cable Making Firm

More than 1,000 North Carolinians have purchased 500,000 shares of common stock at \$1.00 per share in making certain that a new and uniquely-financed plastic cable making industry may locate and operate in this State.

Word of the completion of the sale of the stock for the new concern was recently given to Director Ben E. Douglas of the State Department of Conservation and Development by Glenn E. Anderson, executive vice president of the Carolina Securities Corporation, Raleigh, which handled the stock sale. The company will

be the only one in the South specializing in making plastic telephone and other types of communication cables, it was said.

All the stock in the new company, the Superior Cable Corporation, to be located in Hickory, is owned by North Carolinians, Anderson states. The campaign to locate the cable-making plant in Catawba County was spearheaded by the Hickory Development Corporation, Anderson said, adding the group was organized with the assistance of the Hickory Chamber of Commerce to help secure new industries for that section.

Organization of the new company, which is headed by Harry G. Burd, who was connected with a nationally known cable making company before he came to this State with the intention of retiring, is unique in North Carolina financial circles, Douglas was told.

Anderson said so far as he has been able to determine this will be the first industry to be located in the State where a building to house the plant is being provided through community efforts and capital is being raised by public financing limited to North Carolinians.

The Hickory Development Corporation was credited by Anderson, along with the Department of Conservation and Development's commerce and industry division, with having been responsible for locating the plant in Catawba County.

Douglas said he has been told the new Hickory concern will be the only one of its kind south of Philadelphia, Pa.

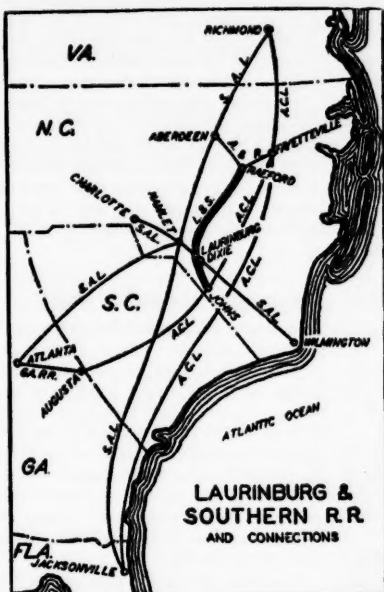
The location in North Carolina of our recently completed pulp mill has been an important factor in its successful operation. Aside from the natural resources of the area and its fine transportation facilities, we have particularly enjoyed the friendly help of our new neighbors. We, in turn, like to feel that we are able to play a small part in the amazing industrial development of North Carolina.

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Mississippi Manufacturers Elect Jones, President

Jameson C. Jones of Corinth has been elected president of the Mississippi Manufacturers' Association at its annual convention in Biloxi.

Mr. Jones operates the Corinth Machinery Company which manufactures sawmills and mill supplies. He is also president of the American Sawmill Machinery Company of Hackettstown, New Jersey. Mr. Jones is a member of the Agricultural and Industrial Board.

Other officers are G. A. Huth, Mississippi Products Company, Jackson; first vice-president; D. P. Granberry, Laurel Oil & Fertilizer Company, Laurel, second vice-president; Charles McCollum, Rice-Stix, Inc., Houston, secretary-treasurer; C. H. Westphalen, Masonite Corporation, Laurel, chairman of the Board of Directors.

CP&L Announces Construction Plans

Carolina Power & Light Company's board of directors has approved a \$25,655,000 construction budget for 1954.

That sum—exceeding any annual construction expenditure in the power company's history—will expand system-wide production, transmission and distribution facilities in the two Carolinas.

Louis V. Sutton, CP&L president, said the largest share of the '54 budget will go into the new generating plant being built near Wilmington. One 150,000-horsepower generator is scheduled for operation there by mid-summer and a second is due about a year later.

Other construction items include new or improved substations, transmission lines and distribution equipment to supply the growing demand for electric service in the CP&L area.

At this meeting in Raleigh, the CP&L directors named Richard S. Mallison as assistant secretary of the company. A native of Rocky Mount, Mallison first joined the power company September 1, 1927, as a clerk at Cheraw, S. C. He has moved through successive promotions to his new status as an officer.

New Plant Secured For Iva, S. C.

A new manufacturing plant has been secured for this Anderson county community, L. W. Bishop, director of the Research, Planning and Development Board, announced last month.

Iva Manufacturing Company, makers of women's blouses, will begin operations soon in a building now occupied by the Monarch Furniture Company and owned by E. G. Hampton.

The concern will begin in a small way but plans early expansion and will eventually occupy a building of its own, Mr. Bishop said. About 50 persons will be

employed within the next few months.

William Epstein, plant manager of the company, said his associates were well pleased with the choice of a site and with the advantages of South Carolina for an industrial location.

"We are grateful to the Research Board for its assistance, and also to G. H. Loftis, president of the Iva Chamber of Commerce, and Mayor E. R. Brown for assisting us locally," Mr. Epstein said. The company was especially impressed with the cooperation of the people of the community, and with the employment survey conducted by the Chamber of Commerce, he added.

Reynolds Opens Service On New Wire Network

An interchange of messages by Reynolds Metals Company officials in Richmond, Virginia and Louisville, Kentucky has officially inaugurated service on the largest industrial private-wire telegraph network in the South, and one of the largest in the nation. The first message was sent from the system's "nerve center" located at the Reynolds sales headquarters in Louisville.

The wire network, installed by Western Union for Reynolds Metals, links telegraphically all the aluminum firm's plants and major sales offices. There are 48 stations on the telegraph system, which is designed to transmit a message from any point on the network to any of the other stations in about three minutes.



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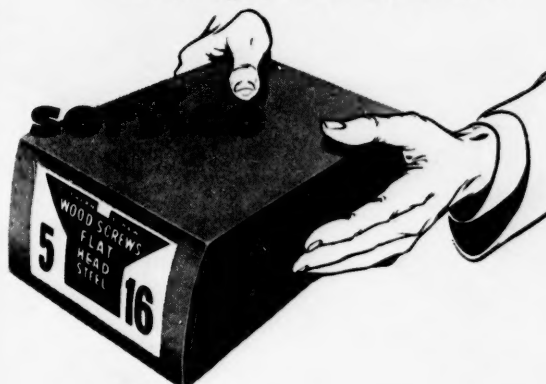
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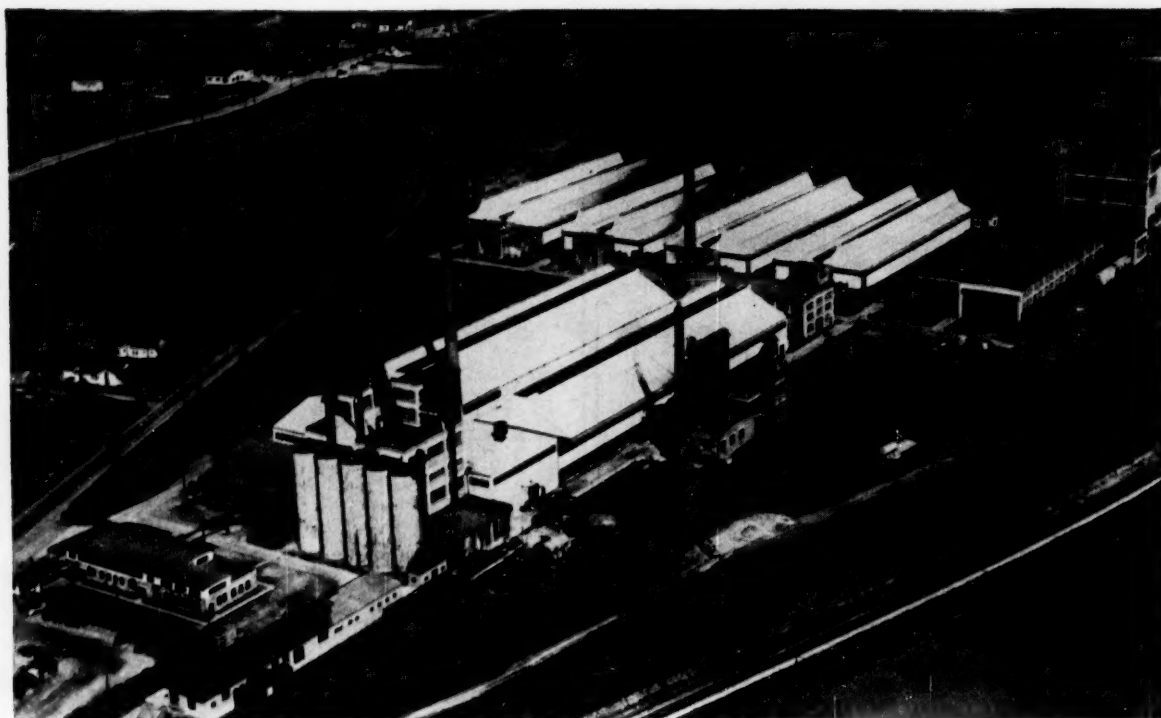
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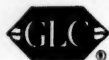
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WHO'S WHERE

Vertner S. Kenerson is now representing **Flexible Steel Lacing Co.** in the Carolinas, Virginia and East Tennessee. Vert, as he is known in the field, takes over part of the area formerly covered by **Austin Webster** who retired from **Flexible Steel** earlier this year. The company manufactures belt fasteners for joining conveyor, transmission and V-belts.

Vert has been in the industrial transmission and material handling industry for over 13 years. The broad experience gained here has provided him with an excellent background for his work with **Flexible Steel Lacing Co.**

As a factory and field trained representative he has full knowledge of problems concerning fastening conveyor and transmission belts and will be able to serve those in his territory in a very capable manner.

Norton Company of Worcester, Mass., announces two appointments in its sale force effective January 2. **Jack M. Esten** has been appointed an Abrasive Engineer and **Robert C. Divoll** has been named a Field Engineer. Both are recent graduates of the sales training course.

Mr. Esten will be responsible for the territory which includes North Carolina, South Carolina, Virginia, and part of

Tennessee. After graduation from **Worcester Polytechnic Institute** in 1951, he was a foreman in the Wire Mills Division of **John A. Roebling's Sons of Trenton, N. J.**

Eleven promotions in the Operating and Maintenance of Way Departments, effective January 1, following the retirement of **E. A. Nelson**, superintendent of Roanoke Terminals, and the recent death of **S. J. Hale**, assistant manager of roadway maintenance, were announced December 30 by the **Norfolk & Western Railway**.

C. H. Hale, assistant superintendent, Scioto Division, Portsmouth, Ohio, succeeds Nelson as superintendent Roanoke Terminals. **W. O. Tracy, Jr.**, assistant superintendent, Radford Division, Roanoke, is transferred to the Scioto Division in the same capacity succeeding Hale. The successor to Tracy is **Harold E. Carter**, roadmaster at Petersburg, Va.

J. S. Bradshaw, formerly roadmaster at Portsmouth, is advanced to assistant manager of roadway maintenance, filling the vacancy caused by the death of **S. J. Hale**. **B. H. Lester**, roadmaster at Pulaski, Va., takes over Bradshaw's job as roadmaster at Portsmouth, while **G. W. Gearhart**, roadmaster at Wilcoe, W. Va., succeeds Lester.

Other promotions announced were: the appointment of **H. R. Leftwich**, roadmaster at Chillicothe, Ohio, as roadmaster at Petersburg succeeding Carter, and the promotion of **Troy Hardin**, assistant

roadmaster at Williamson, as roadmaster at Chillicothe. **C. G. Hammond, Jr.**, assistant roadmaster at Fort Gay, moves up to the post of roadmaster at Wilcoe succeeding Gearhart; **E. C. Smith**, assistant roadmaster at Sardinia, was advanced to assistant roadmaster at Fort Gay; and **Edward B. Lee**, inspector, office of manager roadway maintenance, was promoted to assistant roadmaster at Sardinia, Ohio.

The **Louisville and Nashville Railroad Company** has announced the following appointments effective January 1:

W. D. Broeman as assistant freight traffic manager at Louisville; **J. R. Barry** as assistant freight traffic manager at Louisville; **Jack Parsons** as assistant to freight traffic manager at Louisville; **E. S. Bowman** as assistant to freight traffic manager at Louisville. The position of assistant general freight agent, formerly held by him is abolished. **A. R. Harkleroad** was also appointed assistant to the freight traffic manager at Louisville.

The **Central of Georgia Railway Company** has announced the following appointments:

Effective January 1, **E. C. Jones**, freight traffic manager; **A. W. Sanders**, freight traffic manager; **E. J. McCaffrey**, assistant freight traffic manager; **K. R. Bragg**, general freight agent; **A. D. Humphrey**, assistant general freight agent; **T. J. Wren**, assistant general freight agent; **C. J. Toshach**, commerce agent. These

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Reynolds New Alumina Plant Substantially Completed

The LaQuinta alumina plant of Reynolds Reduction Company, a wholly owned subsidiary of Reynolds Metals Company, is now substantially completed and is being operated by the latter company, it is announced by J. Louis Reynolds, vice-president in charge of operations, Richmond, Virginia. Located on the north shore of Corpus Christi Bay in south Texas, the plant has a rated output of 1000 tons of alumina daily.

"This installation is unique in several respects," Mr. Reynolds pointed out. It is the first alumina plant to be built in Texas. With the huge San Patricio reduction plant next door, it now gives Texas a completely integrated bauxite-to-aluminum operation."

Taking advantage of mild Texas weather, all the equipment is located out-of-doors. "Another innovation," said

Mr. Reynolds, "is that the facilities are built in two sections, each with a rated capacity of 500 tons of alumina daily. The two sections can be operated independently, or together, providing increased flexibility.

LaQuinta is designed especially to process Jamaica bauxite. Ocean-going vessels bring the bauxite up a 6½-mile channel 32 feet deep across Corpus Christi Bay to a new pier constructed on the waterfront side of the plant site. Here the ore is unloaded by belt conveyors and stored prior to processing.

R. S. Sherwin, Jr., Plant Manager at LaQuinta, in explaining the operations, said: "From the storage pile, bauxite is fed into rod mills where it is wet ground with caustic soda. The resulting slurry goes into a battery of pressure vessels or digesters where the alumina content of the ore is dissolved by the caustic soda solution. The impurities remain undissolved in the form of red mud. Next step is to separate this red mud from the mixture, removing the impurities.

To reclaim the alumina from the liquor, the solution is sent to a battery of 75 large tanks known as precipitators. Here aluminum hydrate (alumina with water combined in its crystal) is precipitated out of solution during two-to-three day process. Mr. Sherwin explained that the largest particles precipitated are separated out, washed, filtered and then put through large rotary calcining kilns operating at 2000°F. This heat drives off the combined water to produce pure alumina, similar in appearance to white granulated sugar. The alumina is collected in a large storage silo for shipment either to the adjoining San Patricio reduction plant, where metallic aluminum is produced, or to other reduction plants within the company.

The small particles precipitated are reprocessed until they reach the size desired. The liquor remaining after precipitation is concentrated by evaporation to remove wash water added during processing. This evaporation is done in large multiple-effect vacuum evaporators similar in many respects to those used in the paper industry, according to Mr. Sherwin. The reconcentrated liquor is then returned to the rod mills and digesters for reprocessing with more bauxite.

Mr. Sherwin pointed out that the alumina plants operating on the Bayer process, such as this one, have need for considerable quantities of process steam. At LaQuinta, steam is generated in boilers at a pressure of 850 pounds per square inch. The electric power required for plant operation is produced by sending this high pressure steam through turbo-electric generators. All the exhaust steam is then used for processing.

Fuel for boilers and calcining kilns is natural gas with plant requirements totalling approximately 20,000,000 cubic feet daily. Fresh water requirements for plant operations amount to approximately 2,500,000 gallons each day. This water is drawn from the facilities of nearby Corpus Christi through a 28-mile pipe line 24 inches in diameter constructed by the company.

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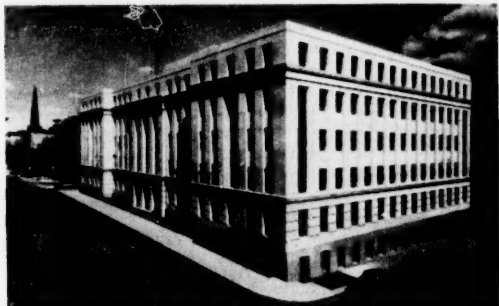
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BUSINESS NOTES

The appointment of two department heads at **Republic Steel Corporation's** Youngstown steel plant was announced last month by **John H. Graft**, district manager.

G. N. Harmon was named superintendent of the plant's electrical department and **R. C. Stern** was made superintendent of the masonry department.

Mr. Harmon became associated with Republic in Warren in 1926 and held numerous supervisory positions there before becoming electrical superintendent in Youngstown in 1943. In 1947 he was transferred to Republic's Cleveland strip mill.

Mr. Stern, who was reared in Warren, was employed in 1930 as a bricklayer in the company's Warren plant. In 1948 he resigned as general foreman to enter the construction business.

Arkell and Smiths, manufacturers of coffee bags, announce the appointment, effective January 1, 1954, of **Wurzburg Brothers, Inc.**, Memphis, Tennessee, as Sales Representatives in Tennessee, Alabama, Mississippi, Louisiana, and Arkansas for Arkell and Smiths' coffee bags.

Wurzburg Brothers, packaging specialists and direct manufacturers' representatives for many years, will service Arkell and Smiths' Southern coffee bag users. As supplier of a widely varied and com-

plete line of packaging and shipping items, Wurzburg's provides a comprehensive service. The Southern firm has already had lengthy experience as Sales Representative for coffee bag manufacturers.

The election of **William Gage Brady, Jr.**, as chairman of the board of **American Enka Corporation** was announced last month (December 11, 1953). **Mr. Brady** succeeds **Franklin D'Olier** who has been named honorary chairman.

Announcement of the changes was made by **John E. Bassill**, president of American Enka, who continues as chief executive officer of the company.

Mr. Brady was formerly chairman of the board of the National City Bank of New York with which he became associated in 1915. He served as president of the bank, 1940-1948, and as chairman, 1948-1952. Until his retirement last year, he was a director of many leading industrial, public utility and banking corporations.

Colonel **D'Olier** has been associated with American Enka Corporation continuously since its formation 25 years ago, having been one of the original directors of the company. He has been chairman of the board since 1950.

American Enka Corporation, in addition to manufacturing rayon textile and

tire yarn, has recently entered the nylon field. It operates plants in Enka, North Carolina, and Lowland, Tennessee.

Hart-Greer, Inc., Birmingham, Ala., has been appointed a distributor for **Whirlpool Corporation** effective October 1, it was announced by Whirlpool sales manager **John M. Crouse**.

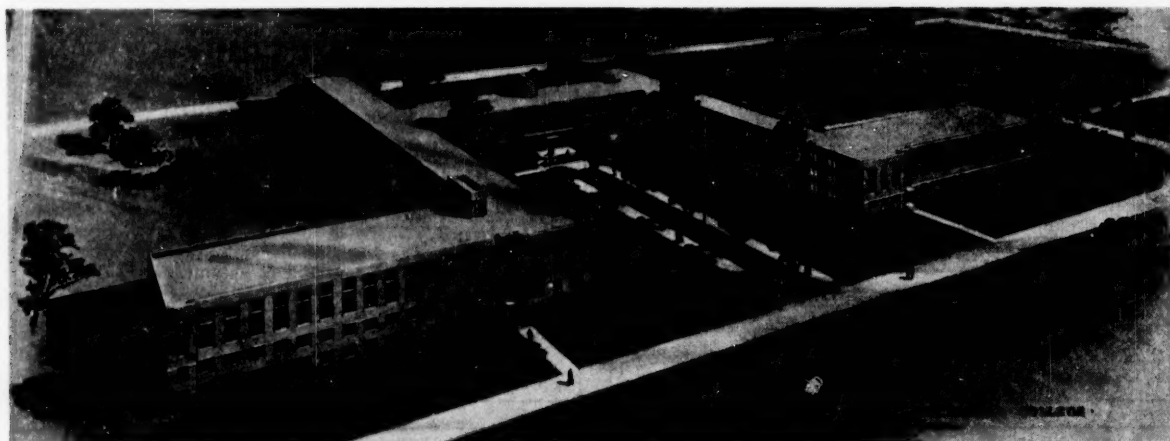
Officers of the firm include **L. S. Hart**, president; **W. L. Greer**, vice president; **John C. Evins**, vice president and sales manager, and **C. F. Seale**, secretary and treasurer.

The company employs 13 salesmen and two regional salesmen for the north and south sections, and will service the state of Alabama and all counties west of the Apalachicola River in Florida.

Appointment of **A. & W. Engineering Company**, 2222 N. W. 14th Street, Miami, Fla., as representatives for Baker industrial trucks and cranes in southern Florida was announced recently by **Baker-Raulang**.

Headed by **A. R. Fulton**, A. & W. offers engineering services for phases of materials handling. Its service department operates on a 24-hour call basis.

Newly appointed as Baker representatives in central Florida is the **Chapman Machinery Company**, 210 13th Street, Tampa.



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Today the Pilot group insurance division maps protective programs for every facet of North Carolina industry—textiles, furniture, lumber, tobacco, food, and many others. These Group Insurance programs were tailored by Pilot experts to enhance the stability and future of North Carolina industry.

Thus the Pilot Life Insurance Company is truly proud of the Old North State's industrial surge in recent years . . . because they have grown together.

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New Bern, N. C.

National Container Dedicates New Pine Seedling Nursery

Natcon Nursery, a new five-million tree pine seedling nursery, designed to add more reserves to Florida's timber supply and aid nature in restocking idle forest acres, has been dedicated by National Container Corporation, one of the largest fully-integrated manufacturers of kraft paper shipping containers.

Developed by National Turpentine & Pulpwood Corporation, wholly-owned subsidiary of National, Natcon Nursery, located near Lake Butler, Fla., will assure a perpetual flow of raw material to National's mills, according to National officers.

The new nursery will become an integral part of Florida's reforestation program by providing enough seedlings annually to plant seven thousand acres of the 238,000 acres of Florida land owned by National and devoted to pulpwood production.

Before a dedication audience of federal, state and industrial leaders, Samuel Kipnis, president of National Container, stated that he considered the paper industry still in its infancy.

"Pulpwood for paper," Kipnis declared, "is rapidly growing in both Florida and Georgia. Many new markets are being opened, and we feel that pulp growing is going to be a good business for many years to come."

Guy Wesley, Jacksonville, vice president and manager of National Turpentine, acted as master of ceremonies at

the dedication, and pointed out that the nursery, covering 15 acres along the Lake City highway, will produce enough trees to fill National's current needs.

A Reverse Twist . . . South to North!

Asheville, North Carolina, was mildly amused back in 1929 when a company was formed there to fabricate and erect steel. The amusement was caused by the fact that in that terrible business year there was no business—in any line. Dave Steel Company bravely faced the world with three employees, almost no machinery, and occupied half a small building.

Many little businesses come and go on the American scene with monotonous regularity, but not this one. These three people had the will to win. Before long they were ten, then twenty, then fifty people. They turned out good work—on time. The business grew. Modern machinery was added all along the line. The building was bought. Shops were added. More ground acquired. The importance of sound engineering was quickly recognized and a large department added. The new welding techniques were welcomed. All types of buildings and bridges and industrial equipment were fabricated. Jobs ranged as far as Texas and Florida. And today there are more than a hundred men and women on the payroll.

Dave Steel Company received the coveted Army-Navy "E" award in 1944

—the first firm to receive it in Asheville—for 'round the clock fabrication of landing ships and destroyer escort vessels so desperately needed by the Navy. The next year a second "E" was bestowed on the plant.

Now the twist! As the reputation for reliability of the company spread, it also spread northward. And as more and more customers from the great middle-west were added to the company's books, a way to serve them without a freight disadvantage was essential. Hence, a subsidiary north of the Mason-Dixon line was sought.

The 80-year-old Oregonia Bridge Company of Lebanon, Ohio, was purchased. A sales office in nearby Cincinnati was opened for both plants. The same minute attention to customer's needs and desires is being used. Trained executives, an outstanding Engineering Department, modern tools, new methods . . . will the same formula work again?

The company is firmly dedicated to the belief that the good will and confidence of its customers is dependent mainly upon the good will, confidence and ability of the men and women who work in its offices, drafting rooms and plants. Without their loyalty, hard work and enthusiasm there can be little effective growth.

Our guess is that South or North these ideals make or break any outfit.

Officers of the firm are: Joseph Dave, president; Hyman Dave, executive vice president; Bernard L. Dave, vice president; Erich I. Rosenberg, vice president & treasurer; Earl M. Schrier, secretary and ass't. treasurer.

BORDEN BRICK & TILE COMPANY

GOLDSBORO, NORTH CAROLINA

Manufacturers Of

FACE BRICK • COMMON BRICK • HOLLOW BUILDING TILE

PLANTS

DURHAM, NORTH CAROLINA

SANFORD, NORTH CAROLINA

SAFE and SURE

There is a North Carolina Mutual policy for every need and for every member of the family.



North Carolina Mutual Life Insurance Company
Durham, North Carolina

Speaking of development and growth—

DURHAM COUNTY

1925—4,000 Telephones

1946—14,000

TODAY—30,000 TELEPHONES

DURHAM TELEPHONE COMPANY

Saco-Lowell Shops

SANFORD DIVISION

Sanford, North Carolina

•
Manufacturers of

TEXTILE MACHINERY

VALDESE MANUFACTURING COMPANY, INC.

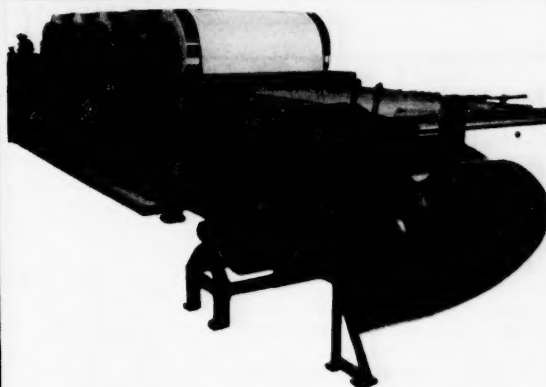
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Manufacturers of

SUPER KARDED YARNS

14's to 30's

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AND DYED YARNS FOR
THE KNITTING AND WEAVING TRADE

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Located at
VALDESE
NORTH CAROLINA



THE COCKER 9-CYLINDER HIGH SPEED SLASHER

for
COTTON • RAYON • SPUNS
AND OTHER TYPE YARNS

This is one of the many highly efficient warp
preparatory machines built by Cocker.

Others are:

- High Speed Rayon Slashers
- High Speed Section Beam Warpers for Cotton
- High Speed Spindle Driven Warpers for Rayon
- High Speed Balling Warpers
- High Speed Tricot Warpers
- High Speed Narrow Fabric Warpers
- High Speed Heavy Duty Collecting Beams
- High Speed Light Collecting Beams
- High Speed Warpers for Dye Beams
- Magazine Cone Creels for Cotton and Rayon
- Special Creels
- Warp Gassing Machines
- Warp Dyeing Machines
- Special Warp Handling Equipment
- Stainless Steel Cylinders and Vats for all Textile Purposes



Machine and Foundry Co. Gastonia, N. C.

WORLD'S LARGEST DESIGNERS AND BUILDERS OF COMPLETE
WARP PREPARATORY EQUIPMENT

FINANCIAL NOTES

Erie Railroad net income for November was \$974,341, equivalent to earning 33 cents on the common stock before capital and sinking funds. A year ago it was \$1,503,224, or 55 cents a share.

This brought earnings for the first 11 months to \$11,755,029, or \$4.04 per common share, compared with \$11,500,952, or \$3.94 a share in the same period last year.

November gross revenues were \$13,845,244, compared with \$15,115,727 last year, a decrease of 8.4 per cent. For 11 months they were \$168,202,670 compared with \$161,372,316 last year, an increase of \$6,830,354, or 4.2 per cent.

Operating expenses in November were \$10,468,489, a decrease of \$425,617, or 3.9 per cent compared with last year. For the 11-month period they were \$124,610,234 as against \$123,104,144 a year ago, an increase of \$1,506,090, or 1.2 per cent.

Erie's carloadings for the first 17 days of December were down 10.1 per cent, compared with last year, and 5.2 per cent less than the same period last month.

An extra cash dividend of 35 cents per share, payable March 6, 1954, was voted Dec. 23 by Directors of **Stewart-Warner Corporation**. The dividend, on the company's \$5.00 par value capital stock, is payable to stockholders of record at the close of business February 12, 1954. This

dividend brings the total dividends declared in 1953 to \$1.80 per share.

James S. Knowlson, Chairman of the Board and President, said that 1953 marked the fifteenth consecutive year in which cash dividends have been paid on the \$5.00 par value capital stock.

• • •

Directors of **Carolina Power & Light Company** have voted to ask the stockholders to split the outstanding common stock two for one.

The proposal will be submitted to shareholders at their next annual meeting at Raleigh on May 19, 1954. At the same time, stockholders will be asked to consider amending the company's charter so as to increase the number of authorized shares of common stock.

"The directors felt such a split would attract wider ownership and develop a broader market for the common stock," Louis V. Sutton, president of the company and chairman of the board, stated following the regular quarterly meeting of the board. "A broader market would be advantageous to the company in undertaking common stock financing for expansion purposes."

The company seeks to encourage broader ownership of its stock, especially in its service area; and today about 40 per cent of its approximately 30,000 shareholders are Carolinians, he observed.

The utility president said his company had spent over \$100,000,000 for expansion since World War II and would require another \$100,000,000 during the next five years. Part of this financing is done through the sale of common stock.

At the board meeting, the directors also declared quarterly dividends of \$1.25 per share on preferred stock and 50 cents per share on common.

• • •

Directors of **The Goodyear Tire & Rubber Company** have declared a dividend of 75 cents per share on the common stock and the regular quarterly dividend of \$1.25 per share on the \$5 preferred stock, both payable March 15, 1954 to stockholders of record February 15, 1954.

• • •

Mr. E. A. Yates, Chairman of the Board of **The Southern Company**, announced that the Board of Directors of that company, at a meeting held at Panama City, Fla., has declared the regular quarterly dividend of 20¢ per share on common stock, payable on March 6, 1954 to stockholders of record at the close of business on February 1, 1954.

• • •

George E. Dyke, president of **Robert Galr Company, Inc.**, has announced that for the quarter ended September 30, 1953, the consolidated net income of the company and its subsidiaries was \$1,395,327, equal to 64 cents per share on 2,179,888 shares of common stock outstanding September 30, 1953.

The consolidated net income for the nine months ended September 30, 1953 was \$4,621,669 equal to \$2.12 per share on 2,179,888 shares of common stock outstanding. For the same period in 1952, the consolidated net income was \$4,107,265 equal to \$1.88 per share on a like number of shares of common stock.

Net sales for the nine months ended September 30, 1953 were \$88,649,319 as compared to \$78,836,958 for the same period of 1952, an increase of \$9,812,361.

VIENER METALS



HYMAN VIENER & SONS

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Richmond, Virginia

ALUMINUM ALLOYS • BABBITT METALS • BRASS INGOTS
PIG and CAULKING LEAD • LEAD ALLOYS • SOLDER METALS
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*Manufacturers of Pine and
Hardwood Lumber*

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Structural and Plate Steel Fabricators

Open capacity for quick delivery now available. We solicit your inquiries for Steel Fabrication and Warehouse Steel Products. Let us figure your jobs . . . Large or Small.

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for industry

*2000 Choice Acres in
the Heart of America!*

We consider this tract—just 5 miles from downtown Kansas City, Mo.—so important to forward-looking industries, that we have compiled a brochure to answer questions, not only about the tract itself, but also about Kansas City and the Midwestern area.



Kansas City

Write on Your Letterhead for Your Copy!



D. T. McMAHON
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KANSAS CITY SOUTHERN LINES
Kansas City 5, Missouri



EXPORTERS--IMPORTERS

When shipping through the Port of Baltimore, we invite you to use our complete foreign banking facilities.

FOREIGN DEPARTMENT

UNION TRUST
COMPANY OF MARYLAND
BALTIMORE

Resources over \$170,000,000.00

Member Federal Deposit Insurance Corporation . . . Federal Reserve System

JANUARY NINETEEN FIFTY-FOUR

CREOSOTED

**Piling, Poles, Lumber, Cross Arms,
Cross Ties**

Also Penta- and Salt-Treated Lumber

Decay and Termite Proof

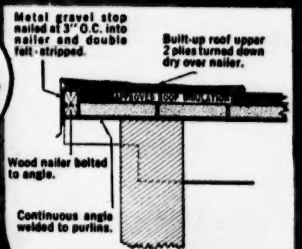
Docks for Ocean Vessels



American Creosote Works, Inc.
New Orleans, La.

Plants at New Orleans; Winfield, La.; Louisville, Miss.;
Jackson, Tenn.

*It's in
the Book*



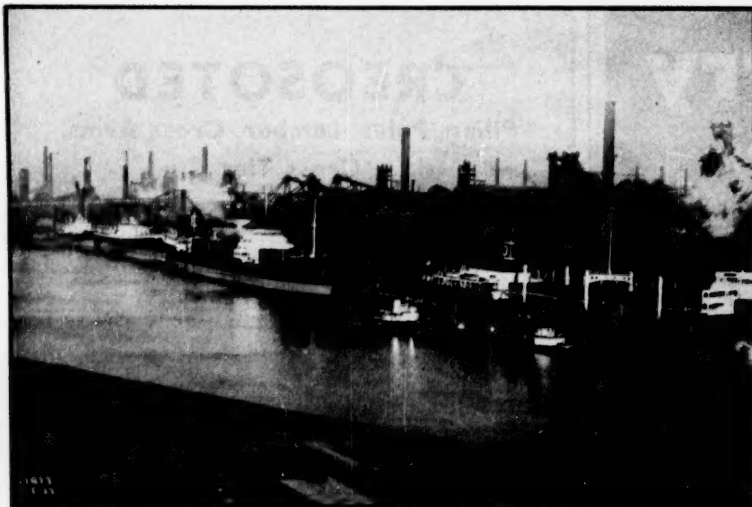
The answer to all your roofing maintenance problems is in Ruberoid's Built-Up Roofing Specification Book. There's a complete specification with detail drawings, like the one above, to meet every condition—Smooth Surfaced Asbestos, Coal Tar Pitch or Special Bitumen with gravel or slag surfacing, and smooth or gravel-and-slag surfaced asphalt.

Because Ruberoid makes *every type* of built-up roof, Ruberoid roofers are not prejudiced in favor of any one type. Because Ruberoid has been a leader in the field for 60 years, you can depend on the right materials and the right specification through Ruberoid Approved Roofers.

Give your roof a thorough check-up now, and write for Ruberoid's free Built-Up Roofing Specification Book. The Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.

The **RUBEROID** Co.

ASPHALT AND ASBESTOS BUILDING MATERIALS



Ore Dock Extension Completed at Sparrows Point

The recent 1,000-foot extension of its ore dock basin to 2,200 feet is enabling the Bethlehem Steel Company Plant at Sparrows Point, Maryland, to unload with greater facility the approximately 7,000,000 tons of iron ore it normally receives annually.

It is now possible to unload three large ocean-going vessels simultaneously—as shown in the accompanying photo—while a fourth vessel (extreme right)

prepares to leave after having discharged its cargo. These vessels are, right to left, Ore Navigation Corporation's "Bethore," 550 feet; "Feltore," 560 feet, both 25,000 deadweight tons, carrying Pao ore from Venezuela and Tofo ore from Chile, respectively; the "Katingo," a 418-foot Liberty on charter, of 10,900 deadweight tons; and the "Sandwich," a 261-foot chartered vessel of 5,000 deadweight tons, both carrying purchased ore.

The extension project required dredging to a 40-foot depth MLW and removal of 1,350,000 cubic yards of material. Additional facilities installed were a 15-ton ore

unloader and a 20-ton combination ore unloader and bridge. This extra equipment affords a greater unloading capacity of 2,800 tons per hour.

Glidden Completes New Atlanta Plant

Completion of one of the most modern and efficient paint and varnish plants in the U. S. was announced in Atlanta, Ga. last month by the Glidden Company.

The Atlanta plant, 10th Glidden paint plant in the nation, was purchased by Glidden early in 1953.

It has been entirely modernized and its capacity more than doubled. Glidden has also added an ultra-modern research and testing laboratory to its facilities.

The Glidden Company, which for years has operated naval stores, margarine and paint plants in other cities in the South, found it necessary to expand the Atlanta facilities to meet the constantly growing demand for Glidden consumer paint products and industrial finishes.

James L. Beauchamp, regional director here for Glidden, cited the importance of the enlarged facilities in enabling the company to supply the expanding southeastern market quickly and economically.

"The Southeast has an almost limitless capacity for producing valuable raw materials," Mr. Beauchamp said. "Glidden, by expanding its operations in this area, hopes to enhance the value of these raw materials. In addition, we employ the labor forces of this area and thereby materially increase the wealth of the region."

Some 50 basic raw materials found in the South are used in paint manufacturing processes at the new Atlanta plant. Chief among them are tung oil, turpentine, aluminum powders, iron oxides and titanium dioxide.

Doubling of the Atlanta plant's production capacity is regarded as but the first step in a long-range program of growth by A. D. Duncan, vice president of the Glidden Company, and general manager of the Paint and Varnish Division. He pointed out that the plant is located on a 10½-acre site ideally suited for expansion.

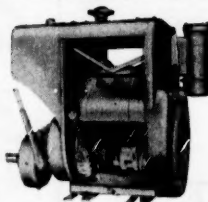
"The tremendous market developing in the South can be served adequately only by southern plants," Mr. Duncan said. "We are proud to welcome this modern, strategically located plant into Glidden's nationwide organization."



at rates up to 4 tons a minute... Plow is WISCONSIN-Powered

Deep drifts "melt" in a hurry when this Bros Rotary Plow takes them down, layer by layer. Chute throws snow up to 50 ft., and can even be fitted with an extension for loading directly into trucks. Wm. Bros Boiler & Mfg. Co., Minneapolis is the builder of this efficient, Wisconsin-Powered unit.

While "snow removal" may have no relationship to your problem, this equipment nevertheless typifies the adaptability and versatility of Wisconsin Heavy-Duty Air-Cooled Engines to a great variety of applications. There is a size to fit the Machine and the Job, in a complete power range from 3 to 36 hp., without power waste and with maximum Power Advantage. Specify "Wisconsin Power" for your equipment.



V-type 4-cylinder Wisconsin Air-Cooled Power Unit with Clutch Reduction.



WISCONSIN MOTOR CORPORATION

World's Largest Builders of Heavy-Duty Air-Cooled Engines

MILWAUKEE 46, WISCONSIN

North Carolina Publishes Industrial Directory Supplement

The State Department of Labor has announced publication of the 1954 Supplement to the "North Carolina Directory of Manufacturing Firms."

The printed, 28-page Supplement lists some 600 firms which have begun operations in North Carolina since publication of the Directory in 1952, together with a number of firms which were inadvertently omitted from the Directory, said Labor Commissioner Forrest H. Shuford.

New Plants

(Continued from page 18)

MERIDIAN — The Alden Mills plans \$100,000 warehouse building.

MONTICELLO — Board of Supervisors of Lawrence County received bids for air conditioning system for new Phalto Corporation plant. Spain & Biggers, Deposit Guaranty Bank Bldg., Jackson, Archts.-Engrs.

PASCAGOULA — Ingalls Iron Works Co., Robert I. Ingalls, Jr., Chairman, plans expenditure of \$1,000,000 for over-all expansion program.

TUPELO — Malone & Hyde, Inc., plan warehouse addition. Frank Kincannon, Archt.

MISSOURI

KANSAS CITY — The Hinde & Dauch Paper Co., Charles E. Frohman, pres., plans new plant on site between Kindelberger and Sunshine Roads, east of Brinkerhoff Road, estimated cost \$1,000,000.

ST. LOUIS — Reinhardt Packing Co., 2622 Elliot, plans remodeling and reconstructing packing plant; est. cost \$200,000. A. Stanley Knorth, Box 402, Kirkwood, Archt.

ST. LOUIS — St. Louis Independent Packing Co., 824 S. Vandeventer, let contract to A. H. Haeseler Building & Contracting Co., 2346 Palm St., for \$15,000 addition to packing plant.

ST. LOUIS — Wayco Petroleum Co., George W. Way, Jr., president, 3718 Westminster Place, let contract at \$249,916 to Westlake Construction Co., 1919 Railway Exchange Bldg., for parking garage, 7th and Market Sts. Russell, Mulleardt, Schwartz, Van Hoefen, 1620 Chemical Bldg., Archt.

SEDALIA — The Tecon Corporation of Dallas, Texas, has opened a \$150,000 crushed stone plant north of Sedalia.

NORTH CAROLINA

ASHEVILLE — Glendale Manufacturing Corporation, Poughkeepsie, N. Y., Ira Rosenstock, pres., to establish plant at 62 Glendale Ave. in Biltmore.

ASHEVILLE — Gorham Co. of Providence, R. I., let contract to C. M. Guest & Sons, Jefferson Bldg., Greensboro, for new plant.

CHARLOTTE — Grocers Mutual Corporation received bid of \$220,946 from Interstate Construction Co., 2317 S. Blvd., for warehouse building. J. N. Pease & Co., Archts.-Engrs.

CHARLOTTE — Singer Sewing Machine Co. let contract to McDevitt & Street Co., Builders Bldg., for office and warehouse. A. G. Odell, Jr., & Assocs., Archts.

GASTON — Virginia Electric & Power Co. plans dam.

HICKORY — Hickory Development Corporation, Superior Cable Corporation, let contract at \$101,831 to Herman Sipe & Co., Conover, for industrial building. Clemmer, Horton & Rudisill, Archt. Alberneathy & Scott, Assoc. Archt.-Engr.

HOT SPRINGS — Goodall-Sanford, Inc., plans \$800,000 building.

RALEIGH — Gregory-Poole Equipment Co. received bids for sales and service building. George Matsumoto, Associates, Archt.

OKLAHOMA

OKLAHOMA — Chillicothe Chemical Manufacturing Co., Henry Brandon, president, plans \$17,000,000 synthetic fertilizer plant to serve farm areas of Oklahoma and West Texas.

ALLEN & DRUMWRIGHT — Oklahoma Mississippi River Products Line purchased 85 miles of pipe lines at \$2,000,000.

SOUTH CAROLINA

DARLINGTON — Southway Chevrolet Co., Inc. received bid of \$77,365 from V. Lyn Brabham, Florence, for sales and service building. W. D. Harper & Sons, Florence, Archt.

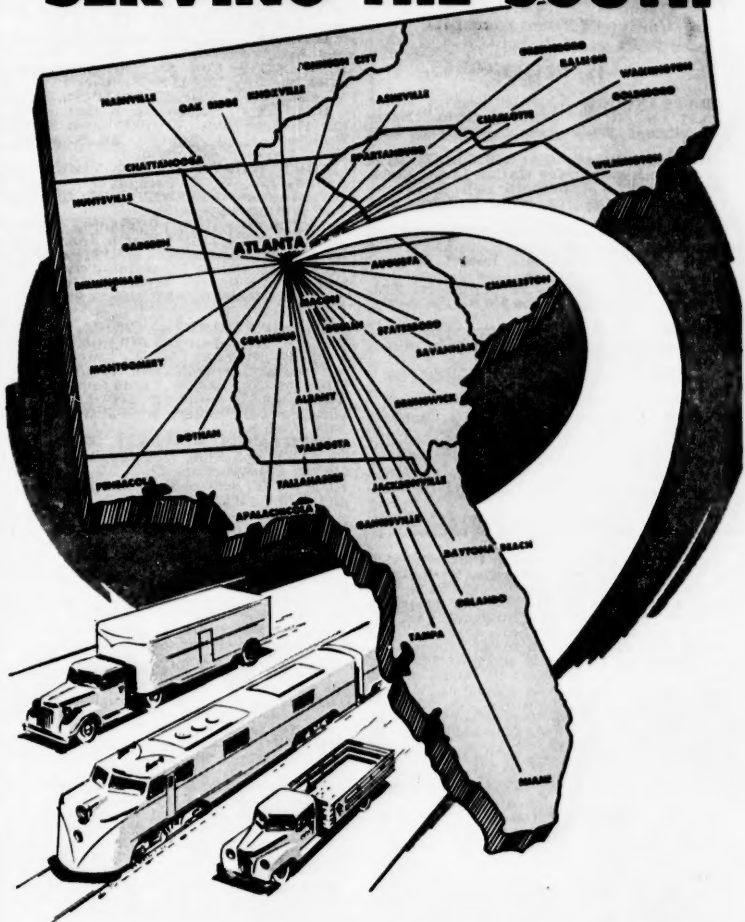
GREENVILLE — Textile Hall Corporation let contract at \$53,829 to Conway-Calmes Construction & Engineering Co., for annex to textile hall. Race, Forrester & Epting, Archt.

PACOLET — Pacolet Manufacturing Co., No. 5, let contract to Fiske-Carter Construction Co., Spartanburg, for \$120,000 warehouse addition.

SPARTANBURG — Moreland Chemical Co., Paul C. Thomas, president, let contract to Cecil's, Inc., 290 W. Henry St., for new plant in Camp Croft Industrial Area; estimated cost \$350,000.

(Continued on page 142)

SERVING THE SOUTH



STEEL IN A HURRY—WAREHOUSE TO YOU

15 main railroad lines and 75 major motor freight lines operating out of Atlanta enable us to make most deliveries of items in stock within 24 to 48 hours—many in less time!

Our new warehouse was constructed with service foremost in mind. Rail sidings come right into the building. Self-leveling docks speed the loading of trucks.

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Service In Step With Southern Progress

WAREHOUSE DIVISION

Atlantic Steel Company

ATLANTA GEORGIA • EMERSON 3451

New Plants

(Continued from page 141)

TENNESSEE

CHATTANOOGA — Super Service Motor Freight Co., R. M. Crichton, Pres., Nashville, plans \$400,000 freight terminal, East 23rd St.

CHATTANOOGA — Gulf Refining Co. plans \$500,000 bulk oil storage station in St. Elmo.

HUMBOLDT — Southern Bell Telephone Co. received bids for office building and garage.

MEMPHIS — Lamar Laundry received bid from Allen Brothers Construction Co. for branch laundry building. Robert Martin, Archt.

NASHVILLE — Corps of Engineers, Federal Bldg., received bids for \$40,000,000 power plant.

TYNER — Pan-Am Southern Corporation, New Orleans, plans \$500,000 pipeline terminal.

TEXAS

TEXAS — Cities Service Oil Co., Bartlesville, Okla., Frank M. Perry, Vice-Pres., plans natural gasoline plant to process casinghead gas produced in West Seminole Field of Gaines County, located on 160-acre tract approx. 6 miles W. of Seminole, and 20 miles E. of Hobbs, New Mexico.

TEXAS — Corpus Christi Refining Co. purchased oil refining plant from Byrd Oil Corp. of Dallas.

AMERST — Southwestern Public Service Co., 3rd and Polk Sts., Amarillo, let contract to Missouri Valley Constructors, Inc., and Winston Bros., c/o Frank Harrison, Amarillo, for \$12,000,000 power plant addition, unit No. 3, Plant X.

BRECKENRIDGE — Chemical Process Co., 10th Floor, Burch Hotel, received bids for chemical building. Donald R. Goss, Chadbourne Bldg., San Angelo, Archt.

BRENNHAM — Brenham Electric Cooperative received bids for warehouse and substation. Niggl & Gustafson, 1313-A South Congress Ave., Austin, Archts.

BRYAN — City of Bryan let contract to United Cooling Tower Co., 4022 Broadway, Kansas City, for cooling tower and generating plant addition.

BRYAN — Halsell Motor Co., C. M. Halsell, 403 N. Main St., plans auto agency building. Highway 6 S. Caudill, Rowlett, Scott & Associates, 425 S. Main St., Archts.

CORPUS CHRISTI — Magnolia Petroleum Co., 201 S. Brownlee, received bid of \$15,924 from Benedict & Clark, 3001 Leopard St., for service station. Ayers & McArdle Road.

DALLAS — Dearborn Stove Co., Chicago, Ill., and 1700 W. Commerce St., Dallas, Texas, plans manufacturing plant.

DALLAS — Doran Brothers Corporation, 2222 Main St., let contract at \$118,333 to Cowdin Brothers, 411 S. Haskell, for warehouse at 1412 Jeffries St. J. N. MacCammon, Southland Life Bldg., Archt.

DALLAS — Ralston Purina Co., 4106 Second Ave., received bid of \$55,571 from F. P. Riker, 4613½ Cole St., for warehouse and sales building, 202-45 S. Buckner Blvd. F. J. Woerner & Co., 1008 Stonewall St., Archts.

DALLAS — Southwestern Bell Telephone Co. received bids for Woodlawn Telephone Building. K. A. Ganssle, 308 S. Akard St., Chief Engr.

FORT WORTH — Fort Worth Tent & Awning Co., W. C. Preston, Jr., plans \$65,000 two-story building. C. O. Chromaster, 1420 Bollinger St., Archt.

GARLAND — General Motors Corporation, c/o Argonaut Realty Division, Detroit, Mich., let contract to Busboom & Rauh, 6910 Forest Park Road, Dallas, for training center, Shiloh and McCree Roads. Wyatt C. Hedrick, 1005 First National Bank Bldg., Fort Worth, Archt.-Engrs.

GRAND PRAIRIE — Chance Vought Aircraft Division of United Aircraft Corporation, P.O. Box 5907, and 9314 W. Jefferson, Dallas, let contract at \$1,244,000 to O'Rourke Construction Co., 1001 W. Commerce, Dallas, for paint hangar building 104, and stripping building 105. Smith & Warder, P.O. Box 1088, Archts.

HIGHLANDS — Humble Oil & Refining Co., P.O. Box 2180, Houston, let contract to Major Construction Co., 721 West Drew, Houston, for service station, Battle Bell Road and Lynchburg.

HOUSTON — Askman Distribution Service, Inc., 1817 Ruiz St., received bid of \$255,381 from Howard Construction Co., 442 North Hutcheson St., for office and warehouse building. St. Emanuel St. Wyatt C. Hedrick, 5201 Fannin St., Archt.-Engr.

HOUSTON — Consolidated Venetian Blind Co., 4201 Nicholson St., received bid of \$57,377 from Billington & Murphree, P.O. Box 6275, for remodeling and additions to building. Wylie W. Vaie, 517 W. Gray, Archt.

HOUSTON — The Firestone Tire & Rubber Co., W. J. Lynch, District Office Mgr., 6602 Supply Row, let contract at \$89,950 to Van Cleave Construction Co., 5616 Telephone Road, for warehouse addition.

HOUSTON — Green-Peterson Chevrolet Co., 1707 Milam St., received bid of \$227,700 from Tellepsen Construction Co., P.O. Box 2536, for auto and service center, S.E. cor. S. Shepherd Drive and Westheimer Ave. Irvine & Hoyt, 5519 Memorial Drive, Archts.

HOUSTON — Shell Oil & Refining Co., P.O. Box 675, New Orleans, La., received bid from Duncan Construction Co., 7510 Thurov, for service station, Freeway and Shawnee Sts.

HOUSTON — White Motor Co., 4720 Gulf Freeway, let contract at \$339,000 to American Construction Co., 2128 Welch, for stone shop, 2520 Main.

LUBBOCK — Armstrong Warehouse & Transfer, Inc., plans warehouse, 702 Texas

Ave. Arnold Maeker, 1203 College Ave., Lubbock, Archt.-Engr.

LUBBOCK — Dunlap Co., Retha Martin, pres., 901 Broadway, let contract to W. G. McMillan & Sons, 709 Avenue J, for \$200,000 parking building, Broadway and Avenue M. Butler-Brasher Co., 412 Avenue M, Archts.

MARSHALL — Southwestern Bell Telephone Co., K. A. Ganssle, Chief Engr., 408 S. Akard St., Dallas, received bids for air conditioning of central office building.

MATAGORDA COUNTY — Ohio Oil Co. & Sun Oil Co., Houston, let contract at \$33,150 to E. L. Taylor, 8077 Bendell Drive, Houston, for addition to gas plant office building. George Pierce & Abel B. Pierce, 2200 Welch St., Houston, Archts.

MCALLEN — Safety Glass Co. received bids for addition and alterations to building. Zeb Rike, Nelson Bldg., Archt.

McKINNEY — Hagger Pants Manufacturing Co., 6113 Lemmon Ave., Dallas, let contract to Carrier-Bock, 2133 Cedar Springs, Dallas, for factory area and office air conditioning. W. R. Ragsdale, Greenville, Archt.

SAN ANTONIO — Central Freight Lines, Inc., P.O. Box 238, Waco, received bid of \$138,924 from Joe Rivero & Son, 2927 Perez St., for terminal on Artesia Rd. W. E. Lessing, P.O. Box 248, Waco, Archt.

SAN ANTONIO — Jacob E. Decker & Sons, Inc., 114 Blue Star St., received bids for refrigerated warehouse, branch house and manufacturing plant, Roosevelt Ave. and Riverside Drive.

SAN ANTONIO — Magnolia Petroleum Co., Broadway and Pecan Sts., received bids for remodeling District Office Building.

SAN ANTONIO — Magnolia Petroleum Co., A. W. Traylor, Pecan and Broadway, let contract at \$22,371 to Hollis Watts, 302 Barrett Ave., for service station No. 2274-O-Type M-52A CB on Vance Jackson Road and Lemur Drive.

SAN BENITO — Southwestern Bell Telephone Co. let contract to Fred M. Allen, 718 N. Milam St., for building addition. Jacob E. Anderson, 4409 Coles Manor Place, Dallas, Archts.

SAN MARCOS — Cone Mills Corp., Greensboro, N. C., to construct new mill.

WEST TEXAS — Chillicothe Chemical Manufacturing Co., Henry Brandon, president, plans \$17,000,000 synthetic fertilizer plant to serve farm areas of West Texas and Oklahoma.

WICHITA FALLS — Young American Cleaners, 1505 Eleventh St., let contract at \$34,000 to Bill Dixon, 1103 Tenth St., for remodeling and expansion of existing building. Harris & Killebrew, 803 Bluff, Archts.

VIRGINIA

SMITHFIELD — P. D. Gwaltney, Jr., & Co., Inc., received bids for office building and phase 2 of packing plant. Henshien, Everds & Crombie, Chicago, Ill., Archts.-Engrs.

WAYNESBORO — General Electric Co. will break ground early in second quarter of this year for new multi-million dollar plant, to be erected on Old Valley Airport site.

NORFOLK — Chesapeake & Potomac Telephone Co. of Virginia let contract to Thornton Construction Co., Richmond, for addition to building. Baskerville & Son, Archts.

RICHMOND — Continental Baking Co. plans interior alterations and storage facilities at 10 S. Jefferson St.

PORTSMOUTH — Virginia Electric & Power Co. plans \$1,700,000 transmission line between its Portsmouth, Va., power generating plant, and Hickory in Norfolk County.

DANVILLE — Danville Industrial Development, Inc., received bid of \$74,240 from Albert Jackson for factory building for Danville Sportswear, Inc. William W. Patterson, Archt.

RICHMOND — Allis-Chalmers Mfg. Co. let contract at \$275,565 to A. H. Ewing's Sons for warehouse and office building. C. W. Huff, Jr., Archt.

RICHMOND — Gulf Oil Corporation let contract to Thornton Construction Co. for rebuilding service station, 3025 Meadowbridge Road.

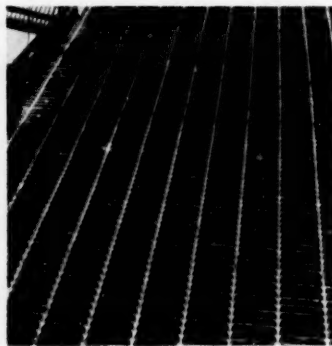
RICHMOND — Gulf Oil Corporation let contract to E. Carlton Wilton for service station, Patterson Ave. and Ridge Rd.

RICHMOND — Gulf Oil Corporation plans service station, Westover Hills Blvd. and Dunstan Ave.

SMITHFIELD — P. D. Gwaltney, Jr. & Co., Inc., received bids for office building and phase 11 of packing plant. Henshien, Everds & Crombie, Chicago, Ill., Archts.-Engrs.

WEST VIRGINIA

WEST VIRGINIA — Westvaco Chemical Division of Food Machinery & Chemical Corporation acquired land along Kanawha River, between St. Albans and Winfield, for industrial development.



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General Mills Opens Louisville Packaging Plant

General Mills' new food packaging plant in Louisville, Ky., started operation the first part of December.

"This plant," said Bell, "will be devoted mainly to the packing of family flour for the southeastern market. With its modern facilities, it represents a major step in our program of providing improved products and services to our customers."

Located at High street and Farmington avenue in Louisville, the new plant's modern equipment features pneumatic transport of flour products. Production and associated facilities of the plant are housed in a building with 106,000 square feet of floor space. Office and quality control laboratory areas occupy an additional 13,000 square feet.

The company also announced that operation of its present flour mill in Louisville will be discontinued as of Nov. 3, with most of the mill employees transferring to the new food packaging plant. Grain storage facilities of the mill will continue to be used.

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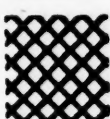
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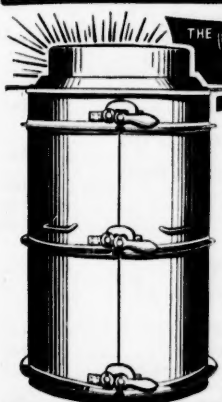
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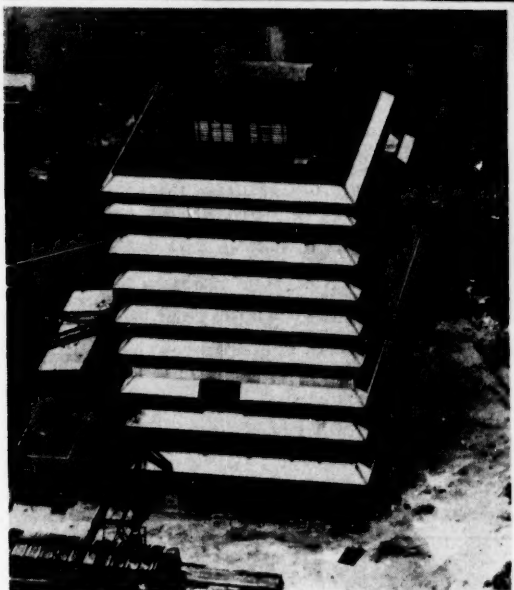
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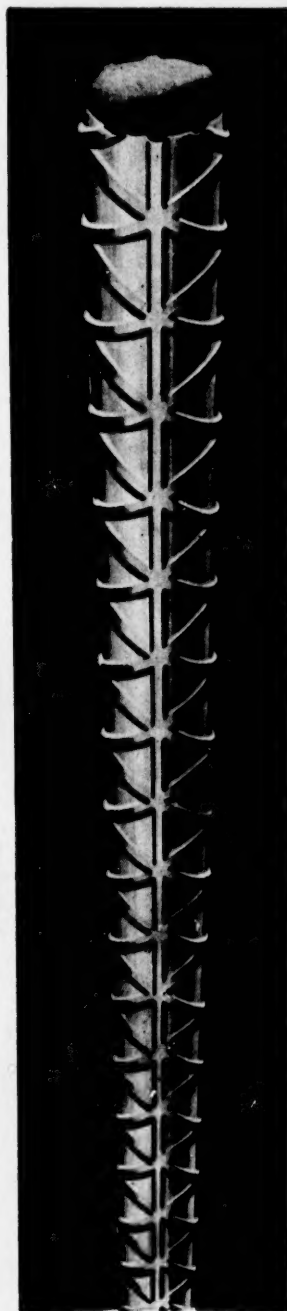
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